MARKETS RANKED BY DEMOGRAPHIC CATEGORY

WOMEN 18-34

US TOTAL 34,286,900

ADI Rank	ADI Market Name	Population in TV HH and Group Quarters	Pct of US	ADI Rank	ADI Market Name	Population in TV HH and Group Quarters	Pct of US
1	NEW YORK	2,484,600	7.25	106	MCALLEN-BROWNSVILLE (RGV)	85,900	.25
2	LOS ANGELES	1,831,300	5.36	107	FARGO	85,600	.25
3	CHICAGO	1,253,700	3.65	108	SALINAS-MONTEREY	84,900	.25
4	PHILADELPHIA	994,100	2.91	109	LAS VEGAS	83,700	.24
5	SAN FRANCISCO	814,900	2.38	110	COLORADO SPRINGS-PUEBLO	82,900	.24
6	BOSTON	809,800	2.35	111	LAFAYETTE, LA	82,600	.24
7	DETROIT	707,600	2.06	112	COLUMBUS, GA	80,400	.23
8	WASHINGTON, DC	666,500	1.95	113	TALLAHASSEE	78,100	.23
9	HOUSTON	630,400	1.84	114	SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO	77,000	.22
10	DALLAS-FT. WORTH	606,100	1.77	115	ROCKFORD	73,800	.22
11	CLEVELAND	548,300	1.60	116	MONROE-EL DORADO	73,100	.21
12	ATLANTA	503,900	1.47	117	CORPUS CHRISTI	72,600	.21
13	MINNEAPOLIS-ST. PAUL	496,300	1.45	118	MONTGOMERY	71,600	.21
14	SEATTLE-TACOMA	459,200	1.34	119	LUBBOCK	69,200	.20
15	PITTSBURGH	445,500	1.30	120	EUGENE	68,900	.20
16	DENVER	422,800	1.23	121	LA CROSSE-EAU CLAIRE	68,600	.20
17	ST. LOUIS	402,400	1.17	122	AMARILLO	68,400	.20
18	MIAMI	391,700	1.14	123	YAKIMA	68,100	.20
19	BALTIMORE	361,600	1.05	124	BEAUMONT-PORT ARTHUR	65,600	.19
20	SACRAMENTO-STOCKTON	352,300	1.03	125	RENO	64,100	.19
21	INDIANAPOLIS	337,500	.98	126	DULUTH-SUPERIOR	64,000	.19
22	PORTLAND, OR	324,200	.95	127	MACON	62,900	.18
23	HARTFORD-NEW HAVEN	321,900	.94	128	COLUMBIA-JEFFERSON CITY	62,300	.18
24	TAMPA-ST. PETERSBURG (SARASOTA)	318,200	.93	129	WHEELING-STEUBENVILLE	62,100	.18
25	PHOENIX (FLAGSTAFF)	311,900	.91	130	COLUMBUS-TUPELO	62,000	.18
26	SAN DIEGO	311,100	.91	131	BOISE	60,500	.18
27	CINCINNATI	286,200	.83	132	WAUSAU-RHINELANDER	60,200	.18
28	KANSAS CITY	285,200	.83	132	WICHITA FALLS-LAWTON	60,200	.18
29	MILWAUKEE	278,500	.81	134	TERRE HAUTE	59,300	.17
30	SALT LAKE CITY	274,200	.80	135	FLORENCE, SC	57,800	.17
31	NEW ORLEANS	273,400	.80	136	BINGHAMTON	57,600	.17
32	RALEIGH-DURHAM	268,300	.78	137	JOPLIN-PITTSBURG	57,500	.17
33	CHARLOTTE	264,900	.77	138	TOPEKA	56,200	.16
34	NASHVILLE	264,700	.77	139	MINOT-BISMARCK-DICKINSON	55,100	.16
35	COLUMBUS, OH	255,300	.74	139	ODESSA-MIDLAND	55,100	.16
36	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	247,300	.72	141	BLUEFIELD-BECKLEY-OAK HILL	55,000	.16
37	MEMPHIS	245,300	.72	142	TRAVERSE CITY-CADILLAC	54,800	.16
38	BUFFALO	242,100	.71	143	SIOUX CITY	54,500	.16
39	GREENVILLE-SPARTANBURG-ASHEVILLE	228,700	.67	144	ALBANY, GA	54,300	.16
40	OKLAHOMA CITY	225,600	.66	145	BAKERSFIELD	54,000	.16
41	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN	222,000	.65	146	ERIE	53,900	.16
42	ORLANDO-DAYTONA BEACH-MELBOURNE	221,000	.64	147	CHICO-REDDING	53,800	.16
43	PROVIDENCE-NEW BEDFORD	220,900	.64	148	WILMINGTON	52,100	.15
44	SAN ANTONIO	220,000	.64	149	ROCHESTER-MASON CITY-AUSTIN	52,000	.15
45	CHARLESTON-HUNTINGTON	215,100	.63	150	FT. SMITH	50,300	.15
46	LOUISVILLE	209,800	.61	151	IDAHO FALLS-POCATELLO	49,900	.15
47	HARRISBURG-YORK-LANCASTER-LEBANON	200,600	.59	151	MISSOULA-BUTTE	49,900	.15
48	RICHMOND (CHARLOTTESVILLE)	195,800	.57	153	FT. MYERS-NAPLES	46,800	.14
49	BIRMINGHAM	194,000	.57	154	BANGOR	44,800	.13
50	FLINT-SAGINAW-BAY CITY	190,700	.56	155	QUINCY-HANNIBAL	44,100	.13
51	GREENSBORO-WINSTON SALEM-HIGH POINT	189,600	.55	156	MEDFORD	41,800	.12
52	DAYTON	188,360	.55	157	GAINESVILLE	40,500	.12
53	ALBANY-SCHENECTADY-TROY	180,100	.53	158	ABILENE-SWEETWATER	40,400	.12
54	ALBUQUERQUE	173,800	.51	158	RAPID CITY	40,400	.12
54	LITTLE ROCK	173,800	.51	160	UTICA	39,500	.12
56	SHREVEPORT-TEXARKANA	170,500	.50	161	DOTHAN	37,700	.11
57	MOBILE-PENSACOLA	169,700	.49	162	TYLER	37,100	.11
57	TOLEDO	169,700	.49	163	LAUREL-HATTIESBURG	36,700	.11
59	KNOXVILLE	165,100	.48	164	ALEXANDRIA, LA	36,000	.10
60	TULSA	164,400	.48	165	CLARKSBURG-WESTON	33,600	.10
61	WILKES BARRE-SCRANTON	163,500	.48	166	LAKE CHARLES	32,300	.09
62	FRESNO	162,300	.47	167	WATERTOWN-CARTHAGE	31,700	.09
63	SYRACUSE	157,900	.46	168	ELMIRA	31,600	.09
64	JACKSONVILLE	155,100	.45	169	SALISBURY	30,600	.09
65	WICHITA-HUTCHINSON	152,600	.45	170	ABILENE-HARDIN	30,300	.09
66	ROANOKE-LYNCHBURG	147,900	.43	171	GREENWOOD-GREENVILLE	27,900	.08
67	ROCHESTER, NY	142,700	.42	172	MERIDIAN	27,600	.08
68	DES MOINES	139,800	.41	173	BILOXI-GULFPORT-PASCAGOULA	26,200	.08
69	GREEN BAY	138,400	.40	174	EL CENTRO-YUMA	25,900	.08
70	LEXINGTON	137,900	.40	175	LAFAYETTE, IN	25,800	.07
71	SPRINGFIELD-DECATUR-CHAMPAIGN	136,800	.40	176	CASPER-RIVERTON	25,700	.07
72	CEDAR RAPIDS-WATERLOO-DUBUQUE	136,000	.40	177	TUSCALOOSA	24,900	.07
73	ORLANDO	132,700	.39	178	GREAT FALLS	24,500	.07
74	SPOKANE	131,500	.38	179	JONESBORO	24,200	.07
75	AUSTIN, TX	130,700	.38	180	PANAMA CITY	23,700	.07
76	COLUMBIA, SC	123,900	.35	181	MARQUETTE	23,500	.07
77	BATON ROUGE	122,700	.36	182	EUREKA	23,100	.07
77	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)	122,700	.36	183	ARDMORE-ADA	22,900	.07
79	JACKSON, MS	121,500	.35	184	BOWLING GREEN	22,000	.07
80	PADUCAH-CP GIRARDEAU-HARRSBG-MARION	120,700	.35	185	GRAND JUNCTION	21,900	.06
81	CHATTANOOGA	117,500	.34	186	ALEXANDRIA, MN	21,700	.06
82	PORTLAND-POLAND SPRING	115,500	.34	187	JACKSON, TN	21,400	.06
83	TUCSON	112,700	.33	188	ROSWELL	20,800	.06
84	JOHNSTOWN-ALTOONA	111,900	.33	189	PALM SPRINGS	19,900	.06
85	SOUTH BEND-ELKHART	110,900	.32	190	ANNISTON	19,600	.06
86	WEST PALM BEACH	108,600	.32	191	CHEYENNE	19,200	.06
87	LANSING	106,500	.31	192	HARRISONBURG	18,300	.05
88	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)	105,900	.31	193	ST. JOSEPH	17,400	.05
89	BURLINGTON-PLATTSBURGH	105,700	.31	194	LAREDO	16,300	.05
90	YOUNGSTOWN	104,800	.31	195	SAN ANGELO	16,100	.05
91	SPRINGFIELD, MA	101,700	.30	196	LIMA	15,800	.05
92	EL PASO	101,100	.29	197	MANKATO	14,800	.04
93	EVANSVILLE	100,000	.29	198	PARKERSBURG	14,300	.04
94	WACO-TEMPLE	99,200	.29	199	PRESQUE ISLE	11,900	.03
95	LINCOLN-HASTINGS-KEARNEY	98,200	.29	200	ZANESVILLE	11,600	.03
96	HUNTSVILLE-DECATUR-FLORENCE	97,800	.29	201	VICTORIA	11,400	.03
97	SPRINGFIELD, MO	95,700	.28	202	RENO	10,500	.03
98	GREENVILLE-NEW BERN-WASHINGTON	95,500	.28	203	TWIN FALLS	10,100	.03
99	FT. WAYNE	95,400	.28	204	UTTUMWA-KIRKSVILLE	9,600	.03
100	PEORIA	91,600	.27	205	HELENA	7,300	.02
101	CHARLESTON, SC	90,400	.26	206	SELMA	7,200	.02
102	AUGUSTA	89,800	.25	207	NORTH PLATTE	6,000	.02
103	MADISON	88,900	.26	208	ALPENA	5,300	.02
104	SAVANNAH	87,000	.25	209	GLENDIVE	2,400	.01
105	SIOUX FALLS-MITCHELL	86,000	.25				

MARKETS RANKED BY DEMOGRAPHIC CATEGORY

WOMEN 25-49

US TOTAL 90,931,860

ADI Rank	ADI Market Name	Population in TV HH and Group Quarters	Pct of US
1	NEW YORK	3,274,200	8.00
2	LOS ANGELES	2,189,300	5.35
3	CHICAGO	1,321,300	3.72
4	PHILADELPHIA	1,214,500	2.97
5	SAN FRANCISCO	1,012,800	2.47
6	BOSTON	947,400	2.31
7	WASHINGTON, DC	844,800	2.05
8	DETROIT	840,900	2.05
9	HOUSTON	737,200	1.80
10	DALLAS-FT. WORTH	731,700	1.79
11	CLEVELAND	671,700	1.64
12	ATLANTA	618,300	1.51
13	MINNEAPOLIS-ST. PAUL	565,200	1.38
14	SEATTLE-TACOMA	544,900	1.33
15	PITTSBURGH	531,000	1.30
16	MIAMI	511,800	1.25
17	ST. LOUIS	496,500	1.21
18	DENVER	483,800	1.18
19	BALTIMORE	464,600	1.09
20	SACRAMENTO-STOCKTON	419,100	1.02
21	TAMPA-ST. PETERSBURG (SARASOTA)	400,600	.98
22	INDIANAPOLIS	399,200	.98
23	HARTFORD-NEW HAVEN	393,300	.96
24	PORTLAND, OR	384,300	.94
25	PHOENIX (FLAGSTAFF)	365,600	.89
26	SAN DIEGO	349,100	.85
27	KANSAS CITY	340,500	.83
28	CINCINNATI	336,500	.83
29	CHARLOTTE	331,800	.81
30	MILWAUKEE	329,600	.81
31	NASHVILLE	323,600	.79
32	NEW ORLEANS	312,900	.75
33	RALEIGH-DURHAM	301,900	.74
34	COLUMBUS, OH	294,800	.72
35	BUFFALO	289,100	.71
36	GREENVILLE-SPARTANBURG-ASHEVILLE	289,000	.71
37	MEMPHIS	287,100	.70
38	SALT LAKE CITY	284,400	.69
39	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	270,600	.66
40	ORLANDO-DAYTONA BEACH-MELBOURNE	270,400	.66
41	SAN ANTONIO	260,200	.64
42	CHARLESTON-HUNTINGTON	256,900	.63
43	OKLAHOMA CITY	259,600	.63
44	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN	257,900	.63
45	PROVIDENCE-NEW BEDFORD	257,000	.63
46	LOUISVILLE	251,400	.62
47	HARRISBURG-YORK-LANCASTER-LEBANON	244,400	.60
48	GREENSBORO-WINSTON SALEM-HIGH POINT	239,300	.58
49	BIRMINGHAM	236,100	.58
50	DAYTON	232,600	.57
51	RICHMOND (CHARLOTTESVILLE)	229,900	.56
52	FLINT-SAGINAW-BAY CITY	222,200	.54
53	ALBANY-SCHENECTADY-TROY	215,100	.53
54	LITTLE ROCK	210,700	.51
55	TULSA	207,800	.51
56	SHREVEPORT-TEXARKANA	205,700	.50
57	KNOXVILLE	204,600	.50
58	ALBUQUERQUE	203,900	.50
59	MOBILE-PENSACOLA	203,800	.50
60	WILKES BARRE-SCRANTON	201,900	.49
61	TOLEDO	191,000	.47
62	JACKSONVILLE	189,500	.46
63	FRESNO	187,900	.46
64	WICHITA-HUTCHINSON	178,900	.44
65	ROANOKE-LYNCHBURG	176,700	.43
66	SYRACUSE	171,400	.42
67	ROCHESTER, NY	168,000	.41
68	GREEN BAY	161,300	.39
69	DES MOINES	158,800	.39
70	OMAHA	158,100	.39
71	LEXINGTON	153,900	.38
72	SPOKANE	151,500	.37
73	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)	148,700	.35
74	CHATTANOOGA	148,400	.35
75	SPRINGFIELD-DECATUR-CHAMPAIGN	147,700	.35
76	CEDAR RAPIDS-WATERLOO-DUBUQUE	147,500	.35
77	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION	142,000	.35
78	PORTLAND-POLAND SPRING	140,200	.34
79	JACKSON, MS	138,200	.34
80	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)	137,100	.33
80	WEST PALM BEACH	137,100	.33
82	COLUMBIA, SC	134,000	.33
83	SOUTH BEND-ELKHART	133,700	.33
84	BATON ROUGE	131,700	.32
85	AUSTIN, TX	129,800	.32
86	YOUNGSTOWN	129,700	.31
87	TUCSON	127,200	.31
88	JOHNSTOWN-ALTOONA	126,300	.31
89	HUNTSVILLE-DECATUR-FLORENCE	125,300	.31
90	EVANSVILLE	120,500	.29
91	SPRINGFIELD, MO	118,100	.29
92	BURLINGTON-PLATTSBURGH	116,000	.28
93	EL PASO	113,800	.28
94	FT. WAYNE	113,100	.28
95	LANSING	108,500	.27
96	LINCOLN-HASTINGS-KEARNEY	106,100	.26
97	SPRINGFIELD, MA	106,700	.26
98	AUGUSTA	105,200	.25
98	GREENVILLE-NEW BERN-WASHINGTON	105,200	.25
100	LAS VEGAS	104,200	.25
101	CHARLESTON, SC	101,400	.25
102	MCALLEN-BROWNSVILLE (LRGV)	99,900	.24
103	PEORIA	99,700	.24
104	COLORADO SPRINGS-PUEBLO	97,700	.24
105	SIOUX FALLS-MITCHELL	97,200	.24
106	SAVANNAH	95,800	.23
107	WACO-TEMPLE	95,300	.23
108	SALINAS-MONTEREY	94,500	.23
109	LAFAYETTE, LA	93,000	.23
110	MADISON	92,800	.23
111	ROCKFORD	90,400	.22
112	FARGO	89,200	.22
113	COLUMBUS, GA	88,300	.22
114	MONROE-EL DORADO	84,100	.21
115	CORPUS CHRISTI	83,800	.20
116	MONTGOMERY	83,100	.20
117	AMARILLO	82,800	.20
118	YAKIMA	80,200	.20
119	TALLAHASSEE	80,400	.20
120	BEAUMONT-PORT ARTHUR	80,300	.20
121	SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO	79,100	.19
122	EUGENE	76,400	.19
123	RENO	76,600	.19
124	MACON	75,800	.19
125	WHEELING-STEUBENVILLE	75,500	.18
126	DULUTH-SUPERIOR	74,700	.18
127	LUBBOCK	73,200	.18
128	COLUMBUS-TUPELO	72,200	.18
129	JOPLIN-PITTSBURG	71,800	.18
130	BOISE	71,600	.17
131	WAUSAU-RHINELANDER	70,600	.17
131	WICHITA FALLS-LAWTON	70,600	.17
133	LA CROSSE-EAU CLAIRE	70,200	.17
134	BINGHAMTON	70,000	.17
135	FLORENCE, SC	69,300	.17
136	TERRE HAUTE	69,200	.17
137	TRAVERSE CITY-CADILLAC	68,400	.17
138	BLUEFIELD-BECKLEY-OAK HILL	66,000	.16
139	ODESSA-MIDLAND	65,600	.16
140	ALBANY, GA	64,100	.16
141	WILMINGTON	63,400	.15
142	ROCHESTER-MASON CITY-AUSTIN	63,100	.15
143	COLUMBIA-JEFFERSON CITY	62,900	.15
144	CHICO-REDDING	62,800	.15
145	BAKERSFIELD	62,600	.15
146	MINOT-BISMARCK-DICKINSON	62,100	.15
146	SIOUX CITY	62,100	.15
148	FT. MYERS-NAPLES	61,900	.15
149	ERIE	60,600	.15
150	FT. SMITH	60,100	.15
151	TOPEKA	57,800	.14
152	MISSOULA-BUTTE	56,000	.14
153	IDAHO FALLS-POCATELLO	53,800	.13
153	MEDFORD	53,800	.13
155	BANGOR	52,500	.13
156	QUINCY-HANNIBAL	51,600	.12
157	OTTUMWA	47,500	.12
158	ABILENE-SWEETWATER	47,400	.12
159	TYLER	45,400	.11
160	RAPID CITY	45,100	.11
161	UTICA	45,000	.11
162	ALEXANDRIA, LA	41,800	.10
163	LAUREL-HATTIESBURG	40,900	.10
164	CLARKSBURG-WESTON	40,300	.10
165	ELMIRA	38,100	.09
166	LAKE CHARLES	37,800	.09
167	SALISBURY	37,500	.09
168	BILLINGS-HARDIN	36,600	.09
169	WATERTOWN-CARTHAGE	35,100	.09
170	GAINESVILLE	34,800	.09
171	HERTFORD	33,600	.08
172	GREENWOOD-GREENVILLE	31,700	.08
173	EL CENTRO-YUMA	30,700	.08
174	PANAMA CITY	30,500	.07
175	JONESBORO	29,900	.07
176	CASPER-RIVERTON	29,800	.07
177	BILOXI-GULFPORT-PASCAGOULA	29,300	.07
177	GREAT FALLS	29,300	.07
179	ARDMORE-ADA	28,600	.07
180	GRAND JUNCTION	26,600	.06
181	JACKSON, TN	26,200	.06
182	ALEXANDRIA, MN	26,000	.06
183	EUREKA	25,500	.06
184	ROSWELL	25,400	.06
185	BOWLING GREEN	24,200	.06
186	TUSCALOOSA	23,900	.06
187	MARQUETTE	23,500	.06
187	PALM SPRINGS	23,500	.06
189	CHEYENNE	22,800	.06
190	ANDERSON	21,000	.05
191	LAFAYETTE, IN	20,500	.05
192	ST. JOSEPH	19,400	.05
193	LAREDO	18,700	.05
194	LIMA	18,600	.05
195	PARKERSBURG	18,400	.04
196	HARRISONBURG	16,300	.04
197	SAN ANGELO	15,300	.04
198	PRESQUE ISLE	14,300	.03
199	ZANESVILLE	14,000	.03
200	MANKATO	13,500	.03
201	VICTORIA	13,400	.03
202	RENO	12,900	.03
203	TWIN FALLS	12,300	.03
204	OTTUMWA-KIRKSVILLE	9,600	.02
205	SELMA	8,500	.02
206	HELENA	8,400	.02
207	NORTH PLATTE	7,300	.02
208	ALPENA	6,700	.02
209	GLENDIVE	2,900	.01

MARKETS RANKED BY DEMOGRAPHIC CATEGORY

WOMEN 25-54

US TOTAL 46,363,700

ADI Rank	ADI Market Name	Population in TV HH and Group Quarters	Pct of US
1	NEW YORK	3,769,000	3.09
2	LOS ANGELES	2,471,900	5.31
3	CHICAGO	1,738,200	3.75
4	PHILADELPHIA	1,403,500	3.01
5	SAN FRANCISCO	1,138,600	2.45
6	BOSTON	1,074,400	2.32
7	DETROIT	964,800	2.06
8	WASHINGTON, DC	943,700	2.03
9	HOUSTON	820,000	1.76
10	DALLAS-FT. WORTH	814,800	1.75
11	CLEVELAND	773,000	1.65
12	ATLANTA	668,600	1.48
13	MINNEAPOLIS-ST. PAUL	632,800	1.36
14	PITTSBURGH	623,300	1.34
15	SEATTLE-TACOMA	610,400	1.31
16	MIAMI	592,000	1.27
17	ST. LOUIS	568,600	1.22
18	DENVER	539,300	1.15
19	BALTIMORE	505,600	1.09
20	SACRAMENTO-STOCKTON	473,600	1.02
21	TAMPA-ST. PETERSBURG (SARASOTA)	468,200	1.01
22	INDIANAPOLIS	453,100	.97
23	HARTFORD-NEW HAVEN	450,400	.97
24	PORTLAND, OR	429,900	.92
25	PHOENIX (FLAGSTAFF)	412,700	.89
26	SAN DIEGO	392,400	.84
27	CINCINNATI	386,500	.83
28	KANSAS CITY	380,000	.81
29	CHARLOTTE	377,200	.81
30	MILWAUKEE	375,700	.81
31	NASHVILLE	366,700	.79
32	NEW ORLEANS	353,800	.75
33	RALEIGH-DURHAM	340,500	.73
34	BUFFALO	336,200	.72
35	COLUMBUS, OH	333,100	.72
36	GREENVILLE-SPARTANBURG-ASHEVILLE	329,500	.71
37	MEMPHIS	325,800	.70
38	ORLANDO-DAYTONA BEACH-MELBOURNE	320,400	.69
39	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	317,000	.69
40	SALT LAKE CITY	315,300	.68
41	CHARLESTON-HUNTINGTON	297,400	.64
42	PROVIDENCE-NEW BEDFORD	297,200	.64
43	SAN ANTONIO	295,000	.63
44	OKLAHOMA CITY	293,700	.63
45	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN	291,100	.63
46	LOUISVILLE	289,900	.62
47	HARRISBURG-YORK-LANCASTER-LEBANON	280,400	.60
48	GREENSBORO-WINSTON SALEM-HIGH POINT	273,500	.59
49	BIRMINGHAM	270,500	.59
50	DAYTON	266,100	.57
51	RICHMOND (CHARLOTTESVILLE)	261,000	.56
52	FLINT-SAGINAW-BAY CITY	254,900	.54
53	ALBANY-SCHENECTADY-TROY	249,900	.53
54	LITTLE ROCK	239,800	.51
55	WILKES BARRE-SCRANTON	239,000	.51
56	TULSA	236,300	.51
57	SHREVEPORT-TEXARKANA	235,500	.51
58	KNOXVILLE	232,260	.50
59	MOBILE-PENSACOLA	231,300	.50
60	ALBUQUERQUE	228,400	.49
61	TOLEDO	218,300	.47
62	JACKSONVILLE	212,700	.45
63	FRESNO	212,100	.45
64	WICHITA-HUTCHINSON	204,800	.44
65	ROANOKE-LYNCHBURG	202,700	.44
66	SYRACUSE	194,800	.42
67	ROCHESTER, NY	190,500	.41
68	GREEN BAY	183,600	.39
69	DES MOINES	181,200	.39
70	OMAHA	179,100	.38
71	LEXINGTON	173,300	.37
72	SPOKANE	170,200	.37
73	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)	169,600	.35
74	SPRINGFIELD-DECATUR-CHAMPAIGN	168,400	.35
75	CHATTANOOGA	168,300	.36
76	CEDAR RAPIDS-WATERLOO-DUBUQUE	167,200	.35
77	PADUCAH-CP GIRARDEAU-HARRSBG-MARION	162,900	.35
78	WEST PALM BEACH	160,200	.34
79	PORTLAND-POLAND SPRING	160,100	.34
80	JACKSON, MS	157,400	.34
81	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)	156,000	.34
82	SOUTH BEND-ELKHART	152,800	.33
83	YOUNGSTOWN	150,500	.32
84	COLUMBIA, SC	150,400	.32
85	BATON ROUGE	147,400	.32
86	JOHNSTOWN-ALTOONA	147,100	.32
87	AUSTIN, TX	144,100	.31
88	TUCSON	143,900	.31
89	HUNTSVILLE-DECATUR-FLORENCE	142,400	.31
90	EVANSVILLE	138,000	.30
91	SPRINGFIELD, MO	135,100	.29
92	BURLINGTON-PLATTSBURGH	131,000	.28
93	EL PASO	129,000	.28
94	FT. WAYNE	128,900	.28
95	LINCOLN-HASTINGS-KEARNEY	123,700	.27
96	SPRINGFIELD, MA	122,400	.26
97	LANSING	121,500	.26
98	GREENVILLE-NEW BERN-WASHINGTON	119,500	.26
99	AUGUSTA	119,200	.26
100	LAS VEGAS	116,800	.25
101	CHARLESTON, SC	113,800	.24
102	PEORIA	113,200	.24
102	SIOUX FALLS-MITCHELL	113,200	.24
104	MCALLEN-BROWNSVILLE (LRGV)	113,100	.24
105	COLORADO SPRINGS-PUEBLO	110,200	.24
106	SAVANNAH	108,300	.23
107	WACO-TEMPLE	107,600	.23
108	SALINAS-MONTEREY	105,800	.23
109	LAFAYETTE, LA	105,600	.23
110	MADISON	103,600	.22
111	ROCKFORD	103,000	.22
112	FARGO	102,100	.22
113	COLUMBUS, GA	100,400	.22
114	MONROE-EL DORADO	98,700	.21
115	CORPUS CHRISTI	95,300	.20
116	MONTGOMERY	94,800	.20
117	AMARILLO	94,400	.20
118	BEAUMONT-PORT ARTHUR	92,800	.20
119	YAKIMA	91,600	.20
120	TALLAHASSEE	90,700	.19
121	SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO	89,700	.19
122	RENO	88,600	.19
123	EUGENE	88,000	.19
124	WHEELING-STEUBENVILLE	87,500	.19
125	MACON	86,000	.18
126	DULUTH-SUPERIOR	85,700	.18
127	JOPLIN-PITTSBURG	83,100	.18
128	LUBBOCK	83,000	.18
129	COLUMBUS-TUPELO	82,200	.18
130	BINGHAMTON	80,900	.17
131	WICHITA FALLS-LAWTON	80,700	.17
132	WAUSAU-MTNFLANDER	80,500	.17
133	LA CROSSE-EAU CLAIRE	80,000	.17
134	BOISE	79,800	.17
134	TERRE HAUTE	79,800	.17
136	FLORENCE, SC	78,400	.17
137	TRAVERSE CITY-CADILLAC	78,300	.17
138	BLUEFIELD-BECKLEY-OAK HILL	76,100	.16
139	ODESSA-MIDLAND	75,400	.16
140	FT. MYERS-NAPLES	73,500	.16
141	ALBANY, GA	72,800	.16
142	ROCHESTER-MASON CITY-AUSTIN	72,300	.16
142	WILMINGTON	72,300	.16
144	SIOUX CITY	72,000	.16
145	CHICO-REDDING	71,400	.15
146	COLUMBIA-JEFFERSON CITY	71,200	.15
147	BAKERSFIELD	70,800	.15
147	MINOT-BISMARCK-DICKINSON	70,800	.15
149	ERIE	70,400	.15
150	FT. SMITH	68,100	.15
151	TOPEKA	65,400	.14
152	MISSOULA-BUTTE	64,900	.14
153	MEDFORD	60,800	.13
154	IDAHO FALLS-POCATELLO	59,900	.13
155	BANGOR	59,700	.13
156	QUINCY-HANNIBAL	59,600	.13
157	ABILENE-SWEETWATER	54,700	.12
158	DOTHAN	54,100	.12
159	UTICA	52,300	.11
160	TYLER	51,900	.11
161	RAPID CITY	50,700	.11
162	ALEXANDRIA, LA	47,400	.10
163	LAUREL-HATTIESBURG	46,600	.10
164	CLARKSBURG-WESTON	46,200	.10
165	ELMIRA	44,000	.09
166	SALISBURY	43,500	.09
167	LAKE CHARLES	43,200	.09
168	BILLINGS-HARDIN	40,500	.09
168	WATERTOWN-CARTHAGE	40,500	.09
170	MERIDIAN	38,700	.08
171	GAINESVILLE	37,400	.08
172	GREENWOOD-GREENVILLE	36,400	.08
173	EL CENTRO-YUMA	35,100	.04
173	PANAMA CITY	35,100	.08
175	JONESBORO	34,200	.07
176	ARDMORE-ADA	33,200	.07
177	PILOT-GULFPORT-PASCAGOULA	33,100	.07
177	CASPER-RIVERTON	33,100	.07
179	GREAT FALLS	33,000	.07
180	ALEXANDRIA, MN	29,900	.06
181	GRAND JUNCTION	29,800	.06
181	JACKSON, TN	29,800	.06
183	ROSWELL	29,400	.06
184	EUREKA	28,700	.06
185	BOWLING GREEN	27,400	.06
186	TUSCALOOSA	27,300	.06
187	MARQUETTE	26,700	.06
187	PALM SPRINGS	26,700	.06
189	CHEYENNE	25,900	.06
190	ANNISTON	24,600	.05
191	LAFAYETTE, IN	24,400	.05
192	ST. JOSEPH	22,600	.05
193	LAREDO	21,400	.05
193	LIMA	21,400	.05
195	PARKERSBURG	21,100	.05
196	HARRISONBURG	20,900	.04
197	SAN ANGELO	19,700	.04
198	PRESQUE ISLE	16,200	.03
198	ZANESVILLE	16,200	.03
200	MANKATO	15,500	.03
201	VICTORIA	15,100	.03
202	RENO	14,300	.03
203	TWIN FALLS	13,900	.02
204	OTTUMWA-KIRKSVILLE	10,900	.02
205	SELMA	9,700	.02
206	HELENA	9,400	.02
207	NORTH PLATTE	8,300	.02
208	ALPENA	7,600	.02
209	GLENDIVE	3,300	.01

MARKETS RANKED BY DEMOGRAPHIC CATEGORY

MEN 18+

US TOTAL 60,988,000

ADI Rank	ADI Market Name	Population in TV HH and Group Quarters	Pct of US
1	NEW YORK	9,090,000	7.92
2	LOS ANGELES	4,220,800	5.21
3	CHICAGO	2,896,900	3.54
4	PHILADELPHIA	2,407,900	2.97
5	SAN FRANCISCO	1,916,200	2.37
6	BOSTON	1,859,000	2.30
7	DETROIT	1,597,600	1.97
8	WASHINGTON, DC	1,461,600	1.80
9	HOUSTON	1,365,300	1.69
10	DALLAS-FT. WORTH	1,361,700	1.69
11	CLEVELAND	1,313,200	1.62
12	PITTSBURGH	1,121,100	1.39
13	MINNEAPOLIS-ST. PAUL	1,109,300	1.37
14	MIAMI	1,088,900	1.34
15	SEATTLE-TACOMA	1,082,200	1.34
16	ATLANTA	1,071,200	1.32
17	TAMPA-ST. PETERSBURG (SARASOTA)	982,800	1.21
18	ST. LOUIS	970,000	1.20
19	DENVER	893,600	1.10
20	BALTIMORE	842,200	1.04
21	SACRAMENTO-STOCKTON	825,600	1.02
22	HARTFORD-NEW HAVEN	783,700	.97
23	SAN DIEGO	765,300	.94
24	INDIANAPOLIS	764,500	.94
25	PHOENIX (FLAGSTAFF)	752,000	.93
26	PORTLAND, OR	746,500	.92
27	KANSAS CITY	668,800	.82
28	MILWAUKEE	655,600	.81
29	CINCINNATI	653,700	.81
30	NASHVILLE	638,800	.79
31	CHARLOTTE	617,700	.76
32	ORLANDO-DAYTONA BEACH-MELBOURNE	603,300	.74
33	BUFFALO	603,400	.74
34	RALEIGH-DURHAM	585,800	.72
35	NEW ORLEANS	582,800	.72
36	SALT LAKE CITY	562,700	.69
37	COLUMBUS, OH	562,500	.69
38	GREENVILLE-SPARTANBURG-ASHEVILLE	560,700	.69
39	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	557,000	.69
40	MEMPHIS	545,300	.67
41	PROVIDENCE-NEW BEDFORD	532,400	.65
42	OKLAHOMA CITY	531,600	.66
43	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN	527,300	.65
44	CHARLESTON-HUNTINGTON	522,100	.64
45	SAN ANTONIO	502,400	.62
46	LOUISVILLE	496,700	.61
47	HARRISBURG-YORK-LANCASTER-LEBANON	486,900	.60
48	BIRMINGHAM	452,500	.55
49	WILKES BARRE-SCRANTON	450,300	.55
50	ALBANY-SCHENECTADY-TROY	446,400	.55
51	GREENSBORO-WINSTON SALEM-HIGH POINT	445,400	.55
52	DAYTON	444,400	.55
53	RICHMOND (CHARLOTTESVILLE)	439,000	.54
54	FLINT-SAGINAW-BAY CITY	428,400	.53
55	LITTLE ROCK	427,300	.53
56	SHREVEPORT-TEXARKANA	417,900	.52
57	TULSA	408,500	.51
58	KNOXVILLE	398,000	.49
59	MOBILE-PENSACOLA	391,400	.49
60	TOLEDO	387,100	.49
61	WICHITA-HUTCHINSON	386,800	.48
62	ALBUQUERQUE	382,500	.47
63	FRESNO	379,800	.47
64	JACKSONVILLE	366,200	.45
65	ROANOKE-LYNCHBURG	360,200	.44
66	SYRACUSE	355,400	.44
67	WEST PALM BEACH	349,200	.43
68	GREEN BAY	343,400	.42
69	DES MOINES	336,400	.42
70	ROCHESTER, NY	325,400	.40
71	CEDAR RAPIDS-WATERLOO-DUBUQUE	317,100	.39
72	OMAHA	316,800	.39
73	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION	314,200	.39
74	SPOKANE	312,900	.39
75	SPRINGFIELD-DECATUR-CHAMPAIGN	311,500	.39
76	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)	306,200	.38
77	LEXINGTON	301,700	.37
78	PORTLAND-POLAND SPRING	283,400	.35
79	JOHNSTOWN-ALTOONA	282,900	.35
80	CHATTANOOGA	270,600	.34
81	AUSTIN, TX	268,800	.33
82	SOUTH BEND-ELKHART	265,300	.33
83	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)	265,000	.33
84	SPRINGFIELD, MO	264,400	.33
85	JACKSON, MS	263,300	.33
86	YOUNGSTOWN	263,300	.33
87	TUCSON	262,400	.32
88	COLUMBIA, SC	257,500	.32
89	BATON ROUGE	254,000	.31
90	EVANSVILLE	246,600	.30
91	LINCOLN-HASTINGS-KEARNEY	244,300	.30
92	WACO-TEMPLE	243,100	.30
93	BURLINGTON-PLATTSBURGH	240,800	.30
94	HUNTSVILLE-DECATUR-FLORENCE	238,000	.29
95	GREENVILLE-NEW BERN-WASHINGTON	229,900	.29
96	SIOUX FALLS-MITCHELL	225,600	.28
97	FT. WAYNE	223,900	.27
98	SPRINGFIELD, MA	222,200	.27
99	LANSING	218,200	.27
100	FARGO	213,300	.25
101	EL PASO	211,100	.25
102	SAVANNAH	202,400	.25
103	PEORIA	202,100	.25
104	LAS VEGAS	200,800	.25
105	AUGUSTA	200,600	.25
106	CHARLESTON, SC	199,800	.25
107	SALINAS-MONTEREY	199,500	.25
108	COLORADO SPRINGS-PUEBLO	197,200	.24
109	MADISON	188,600	.24
110	COLUMBUS, GA	186,300	.23
111	LAFAYETTE, LA	183,200	.23
112	SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO	181,600	.22
113	MCALLEN-BROWNSVILLE (LRGV)	177,300	.22
114	ROCKFORD	177,100	.22
115	MONROE-EL DORADO	173,500	.21
116	DULUTH-SUPERIOR	171,200	.21
117	AMARILLO	169,100	.21
118	FT. MYERS-NAPLES	167,500	.21
119	YAKIMA	166,100	.21
120	CORPUS CHRISTI	165,100	.20
121	BEAUMONT-PORT ARTHUR	163,700	.20
122	RENO	162,300	.20
123	MONTGOMERY	162,100	.20
124	LA CROSSE-EAU CLAIRE	159,900	.20
125	WHEELING-STEUBENVILLE	159,800	.20
126	WICHITA FALLS-LAWTON	158,500	.20
127	JOPLIN-PITTSBURG	158,100	.20
128	TALLAHASSEE	156,500	.19
129	WAUSAU-RHINELANDER	156,500	.19
130	LUBBOCK	154,800	.19
131	EUGENE	154,400	.19
132	TERRE HAUTE	153,700	.19
133	COLUMBUS-TUPELO	147,800	.18
134	TRAVERSE CITY-CADILLAC	147,700	.18
135	BINGHAMTON	145,600	.18
136	COLUMBIA-JEFFERSON CITY	144,600	.18
137	BOISE	142,600	.18
138	SIOUX CITY	141,200	.17
139	MACON	140,900	.17
140	MINOT-BISMARCK-DICKINSON	138,700	.17
141	CHICO-REDDING	137,800	.17
142	ROCHESTER-MASON CITY-AUSTIN	134,300	.17
143	BLUEFIELD-BECKLEY-OAK HILL	134,100	.17
144	TOPEKA	133,700	.17
145	ODESSA-MIDLAND	129,600	.16
146	BAKERSFIELD	127,800	.16
147	ERIE	126,500	.16
148	FT. SMITH	125,300	.15
149	FLORENCE, SC	124,900	.15
150	ALBANY, GA	120,000	.15
151	WILMINGTON	119,900	.15
152	QUINCY-HANNIBAL	117,800	.15
153	MISSOULA-BUTTE	117,200	.14
154	MEDFORD	110,600	.14
155	BANGOR	109,000	.13
156	IDAHO FALLS-POCATELLO	108,300	.13
157	ABILENE-SWEETWATER	107,900	.13
158	UTICA	99,600	.12
159	RAPID CITY	96,800	.12
160	TYLER	96,800	.12
161	DOTHAN	94,300	.11
162	ALEXANDRIA, LA	88,500	.11
163	CLARKSBURG-WESTON	87,300	.11
164	LAUREL-HATTIESBURG	82,500	.10
165	ELMIRA	79,600	.10
166	SALISBURY	78,500	.10
167	WATERTOWN-CARTHAGE	77,300	.10
168	GAINESVILLE	76,600	.09
169	LAKE CHARLES	73,900	.09
170	BILLINGS-HARDIN	72,000	.09
171	MERIDIAN	68,600	.09
172	EL CENTRO-YUMA	66,000	.08
173	ARDMORE-ADA	65,400	.08
174	GREENWOOD-GREENVILLE	64,600	.08
175	JONESBORO	64,000	.08
176	ALEXANDRIA, MN	62,700	.08
177	MARQUETTE	61,900	.08
177	PANAMA CITY	61,900	.08
179	GREAT FALLS	61,800	.08
180	BILOXI-GULFPORT-PASCAGOULA	61,300	.08
181	CASPER-RIVERTON	58,800	.07
182	EUREKA	54,500	.07
183	GRAND JUNCTION	53,100	.07
184	ROSWELL	52,900	.07
185	JACKSON, TN	52,100	.06
186	BOWLING GREEN	51,300	.06
187	LAFAYETTE, IN	50,700	.06
188	TUSCALOOSA	50,300	.06
189	PALM SPRINGS	50,100	.06
190	CHEYENNE	46,700	.06
191	ST. JOSEPH	45,400	.06
192	ANNISTON	43,400	.05
193	HARRISONBURG	39,500	.05
194	LIMA	37,600	.05
195	SAN ANGELO	36,200	.04
196	PARKERSBURG	35,200	.04
197	LAREDO	34,300	.04
198	MANKATO	32,900	.04
199	PRESQUE ISLE	29,400	.04
200	JANESVILLE	28,100	.03
201	TWIN FALLS	25,800	.03
202	VICTORIA	25,500	.03
203	RENO	24,700	.03
204	OTTUMWA-KIRKSVILLE	24,200	.03
205	HELENA	15,600	.02
206	SELMA	15,700	.02
207	NORTH PLATTE	15,100	.02
208	ALPENA	14,800	.02
209	GLENDIVE	6,400	.01

MARKETS RANKED BY DEMOGRAPHIC CATEGORY

MEN 18-49

US TOTAL 54,630,800

ADI Rank	ADI Market Name	Population in TV HH and Group Quarters	Pct of US
1	NEW YORK	3,937,200	7.21
2	LOS ANGELES	2,977,600	5.45
3	CHICAGO	1,986,000	3.64
4	PHILADELPHIA	1,562,300	2.86
5	SAN FRANCISCO	1,344,200	2.46
6	BOSTON	1,245,400	2.28
7	DETROIT	1,094,100	2.00
8	WASHINGTON, DC	1,060,300	1.94
9	HOUSTON	1,035,400	1.90
10	DALLAS-FT. WORTH	968,700	1.77
11	CLEVELAND	859,800	1.57
12	ATLANTA	784,000	1.44
13	MINNEAPOLIS-ST. PAUL	775,100	1.42
14	SEATTLE-TACOMA	760,300	1.39
15	PITTSBURGH	698,200	1.28
16	DENVER	672,000	1.23
17	MIAMI	634,700	1.16
18	ST. LOUIS	634,500	1.16
19	BALTIMORE	573,800	1.05
20	SACRAMENTO-STOCKTON	562,100	1.03
21	SAN DIEGO	556,400	1.02
22	INDIANAPOLIS	526,800	.96
23	HARTFORD-NEW HAVEN	515,300	.94
24	PORTLAND, OR	514,700	.94
25	TAMPA-ST. PETERSBURG (SARASOTA)	513,600	.94
26	PHOENIX (FLAGSTAFF)	503,400	.92
27	KANSAS CITY	451,500	.83
28	CINCINNATI	443,800	.81
29	MILWAUKEE	440,000	.81
30	NASHVILLE	434,500	.80
31	RALEIGH-DURHAM	427,800	.78
32	CHARLOTTE	425,900	.78
33	SALT LAKE CITY	414,300	.76
34	NEW ORLEANS	413,500	.75
35	COLUMBUS, OH	398,400	.73
36	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN	384,500	.70
37	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	383,200	.70
38	BUFFALO	379,900	.70
39	GREENVILLE-SPARTANBURG-ASHEVILLE	374,200	.68
40	MEMPHIS	370,000	.68
41	ORLANDO-DAYTONA BEACH-MELBOURNE	364,400	.67
42	OKLAHOMA CITY	361,200	.66
43	CHARLESTON-HUNTINGTON	346,900	.63
44	SAN ANTONIO	342,700	.63
45	LOUISVILLE	342,500	.63
46	PROVIDENCE-NEW BEDFORD	339,300	.62
47	HARRISBURG-YORK-LANCASTER-LEBANON	327,900	.60
48	GREENSBORO-WINSTON SALEM-HIGH POINT	301,800	.55
49	RICHMOND (CHARLOTTESVILLE)	301,800	.55
50	DAYTON	298,900	.55
51	BIRMINGHAM	297,800	.55
52	FLINT-SAGINAW-BAY CITY	294,100	.54
53	ALBANY-SCHENECTADY-TROY	284,800	.52
54	MOBILE-PENSACOLA	275,000	.50
55	LITTLE ROCK	274,300	.50
56	ALBUQUERQUE	273,600	.50
57	WILKES BARRE-SCRANTON	268,900	.49
58	KNOXVILLE	268,000	.49
59	SHREVEPORT-TEXARKANA	268,000	.49
60	TULSA	267,800	.49
61	FRESNO	262,200	.48
62	TOLEDO	261,100	.48
63	JACKSONVILLE	250,800	.45
64	WICHITA-HUTCHINSON	250,400	.45
65	SYRACUSE	240,900	.44
66	ROANOKE-LYNCHBURG	239,300	.44
67	GREEN BAY	224,900	.41
68	ROCHESTER, NY	221,400	.40
69	DES MOINES	219,400	.40
70	CEDAR RAPIDS-WATERLOO-DUBUQUE	214,200	.39
71	SPRINGFIELD-DECATUR-CHAMPAIGN	213,300	.39
72	OMAHA	210,000	.38
73	SPOKANE	210,000	.38
74	LEXINGTON	208,700	.38
75	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)	201,400	.37
76	AUSTIN, TX	199,400	.36
77	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION	196,000	.35
78	CHATTANOOGA	189,500	.35
79	BATON ROUGE	188,100	.34
80	COLUMBIA, SC	187,800	.34
81	PORTLAND-POLAND SPRING	183,800	.34
82	WEST PALM BEACH	182,700	.33
83	JOHNSTOWN-ALTOONA	182,400	.33
84	TUCSON	178,200	.33
85	WACO-TEMPLE	177,500	.32
86	BRISTOL-KINGSPT-JOHNSN CTY (TRI CITY)	177,000	.32
87	JACKSON, MS	176,000	.32
88	SOUTH BEND-ELKHART	175,600	.32
89	GREENVILLE-NEW BERN-WASHINGTON	168,700	.31
90	BURLINGTON-PLATTSBURGH	167,700	.31
91	YOUNGSTOWN	163,200	.30
92	HUNTSVILLE-DECATUR-FLORENCE	162,700	.30
93	LANSING	161,800	.30
94	EVANSVILLE	160,500	.29
95	SPRINGFIELD, MO	159,500	.29
96	LINCOLN-HASTINGS-KEARNEY	155,900	.29
97	EL PASO	155,300	.28
98	FT. WAYNE	151,400	.28
99	CHARLESTON, SC	150,500	.28
100	SAVANNAH	144,900	.27
101	SPRINGFIELD, MA	144,900	.27
102	LAS VEGAS	143,500	.26
103	SALINAS-MONTEREY	143,300	.26
104	COLORADO SPRINGS-PUEBLO	141,500	.26
105	WICHITA	139,100	.25
106	SIOUX FALLS-MITCHELL	138,500	.25
107	FARGO	137,800	.25
108	PEORIA	137,800	.25
109	MADISON	136,300	.25
110	COLUMBUS, GA	132,700	.24
111	LAFAYETTE, LA	128,000	.23
112	SANTA BARBRA-SNTA MARIA-SN LUIS OBISPO	126,900	.23
113	ROCKFORD	119,500	.22
114	MCALLEN-BROWNSVILLE (RGV)	118,700	.22
115	CORPUS CHRISTI	114,700	.21
116	YAKIMA	113,400	.21
117	RENO	112,900	.21
118	AMARILLO	111,900	.20
119	MONROE-EL DORADO	111,500	.20
120	TALLAHASSEE	110,800	.20
121	LUBBOCK	109,500	.20
122	WICHITA FALLS-LAWTON	107,860	.20
123	MONTGOMERY	107,000	.20
124	EUGENE	106,900	.19
125	BEAUMONT-PORT ARTHUR	106,300	.19
126	DULUTH-SUPERIOR	105,600	.19
127	LA CROSSE-EAU CLAIRE	103,100	.19
128	WAUSAU-RHINELANDER	99,600	.18
129	COLUMBIA-JEFFERSON CITY	99,600	.18
129	WHEELING-STEUBENVILLE	99,600	.18
131	BOISE	98,300	.18
132	COLUMBUS-TUPELO	98,100	.18
133	MACON	97,200	.18
134	TERRE HAUTE	95,600	.17
135	JOPLIN-PITTSBURG	94,200	.17
136	BINGHAMTON	93,700	.17
137	TOPEKA	92,900	.17
138	MINOT-BISMARCK-DICKINSON	92,500	.17
139	TRAVERSE CITY-CADILLAC	91,200	.17
140	ODESSA-MIDLAND	90,300	.17
141	BAKERSFIELD	88,100	.16
142	FLORENCE, SC	87,200	.16
143	SIOUX CITY	87,100	.16
144	BLUEFIELD-BECKLEY-OAK HILL	85,900	.16
145	CHICO-REDDING	85,700	.16
146	ROCHESTER-MASON CITY-AUSTIN	83,700	.15
147	FT. SMITH	83,100	.15
148	ERIE	82,300	.15
149	ALBANY, GA	81,500	.15
150	MISSOULA-BUTTE	81,400	.15
151	WILMINGTON	81,000	.15
152	FT. MYERS-NAPLES	79,100	.14
153	IDAHO FALLS-POCATELLO	77,600	.14
154	QUINCY-HANNIBAL	72,800	.13
155	BANGOR	72,500	.13
156	MEDFORD	69,900	.13
157	RAPID CITY	68,000	.12
158	ABILENE-SWEETWATER	66,120	.12
159	DOTHAN	63,700	.12
160	TYLER	63,000	.12
161	ALEXANDRIA, LA	62,500	.11
162	UTICA	62,100	.11
163	GAINESVILLE	58,800	.11
164	LAUREL-HATTIESBURG	55,300	.10
165	CLARKSBURG-WESTON	54,600	.10
165	LAKE CHARLES	51,800	.09
167	WATERTOWN-CARTHAGE	51,200	.09
168	ELMIRA	50,500	.09
169	SALISBURY	49,100	.09
170	BILLINGS-HARDIN	48,100	.09
171	BILOXI-GULFPORT-PASCAGOULA	44,200	.08
172	MERIDIAN	43,400	.08
173	CASPER-RIVERTON	43,300	.08
174	EL CENTRO-YUMA	42,600	.08
175	GREENWOOD-GREENVILLE	42,300	.08
176	MARQUETTE	41,800	.08
177	GREAT FALLS	40,900	.07
178	PANAMA CITY	40,000	.07
179	LAFAYETTE, IN	39,300	.07
180	JONESBORO	39,200	.07
181	ARDMORE-ADA	38,600	.07
182	ALEXANDRIA, MN	37,100	.07
183	EUREKA	36,600	.07
184	GRAND JUNCTION	36,600	.07
184	TWIN FALLS	36,600	.07
186	BOWLING GREEN	34,700	.06
187	ROSWELL	34,100	.06
188	JACKSON, TN	32,900	.06
189	PALM SPRINGS	31,700	.06
190	CHEYENNE	31,600	.06
191	ANNISTON	31,600	.06
192	ST. JOSEPH	27,500	.05
193	HARRISONBURG	27,300	.05
194	LIMA	24,700	.05
194	SAN ANGELO	24,700	.05
196	LAREDO	24,000	.04
197	PARKERSBURG	23,300	.04
198	MANKATO	21,900	.04
199	PRESQUE ISLE	20,400	.04
200	ZANESVILLE	18,300	.03
201	VICTORIA	18,100	.03
202	BEND	17,600	.03
203	TWIN FALLS	16,600	.03
204	OTTUMWA-KIRKSVILLE	14,900	.03
205	HELENA	11,200	.02
206	SELMA	10,200	.02
207	NORTH PLATTE	9,900	.02
208	ALPENA	9,000	.02
209	GLENDIVE	4,300	.01

MARKETS RANKED BY DEMOGRAPHIC CATEGORY

MEN 18-34

US TOTAL 34,480,000

ADI Rank	ADI Market Name	Population in TV HH and Group Quarters	Pct of US
1	NEW YORK	2,339,400	6.78
2	LOS ANGELES	1,884,600	5.46
3	CHICAGO	1,242,700	3.60
4	PHILADELPHIA	969,900	2.81
5	SAN FRANCISCO	833,900	2.42
6	BOSTON	790,100	2.29
7	DETROIT	692,100	2.01
8	HOUSTON	667,100	1.93
9	WASHINGTON, DC	638,400	1.85
10	DALLAS-FT. WORTH	604,400	1.75
11	CLEVELAND	534,800	1.55
12	MINNEAPOLIS-ST. PAUL	498,400	1.45
13	SEATTLE-TACOMA	486,100	1.41
14	ATLANTA	481,600	1.40
15	PITTSBURGH	442,400	1.28
16	DENVER	441,000	1.28
17	ST. LOUIS	389,700	1.13
18	SAN DIEGO	388,000	1.13
19	MIAMI	376,700	1.09
20	SACRAMENTO-STOCKTON	356,400	1.03
21	BALTIMORE	354,600	1.03
22	INDIANAPOLIS	328,400	.95
23	PORTLAND, OR	327,600	.95
24	PHOENIX (FLAGSTAFF)	321,900	.93
25	HARTFORD-NEW HAVEN	321,100	.93
26	TAMPA-ST. PETERSBURG (SARASOTA)	313,100	.91
27	RALEIGH-DURHAM	284,900	.83
28	KANSAS CITY	282,800	.82
29	SALT LAKE CITY	279,800	.81
30	CINCINNATI	279,600	.81
31	MILWAUKEE	276,500	.81
32	NASHVILLE	271,700	.79
33	NEW ORLEANS	267,900	.78
34	CHARLOTTE	259,300	.75
35	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN	257,900	.75
36	COLUMBUS, OH	255,400	.74
37	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	247,600	.72
38	MEMPHIS	238,600	.69
39	BUFFALO	237,600	.69
40	OKLAHOMA CITY	232,100	.67
41	GREENVILLE-SPARTANBURG-ASHEVILLE	227,100	.66
42	ORLANDO-DAYTONA BEACH-MELBOURNE	224,700	.65
43	SAN ANTONIO	219,500	.64
44	LOUISVILLE	218,300	.63
45	CHARLESTON-HUNTINGTON	216,800	.63
46	PROVIDENCE-NEW BEDFORD	214,300	.62
47	HARRISBURG-YORK-LANCASTER-LEBANON	197,300	.57
48	RICHMOND (CHARLOTTESVILLE)	194,100	.55
49	BIRMINGHAM	185,900	.54
50	FLINT-SAGINAW-BAY CITY	183,900	.53
51	DAYTON	182,300	.53
52	GREENSBORO-WINSTON SALEM-HIGH POINT	182,100	.53
53	ALBANY-SCHENECTADY-TROY	178,800	.52
54	ALBUQUERQUE	174,300	.51
55	MOBILE-PENSACOLA	173,300	.50
56	FRESNO	169,900	.49
57	LITTLE ROCK	169,700	.49
58	TOLEDO	168,300	.49
59	SHREVEPORT-TEXARKANA	167,100	.48
60	KNOXVILLE	165,100	.48
61	WILKES BARRE-SCRANTON	164,700	.48
62	TULSA	163,400	.47
63	WICHITA-HUTCHINSON	160,900	.47
64	SYRACUSE	157,600	.46
65	JACKSONVILLE	157,200	.45
66	ROANOKE-LYNCHBURG	147,800	.43
67	GREEN BAY	142,100	.41
68	SPRINGFIELD-DECATUR-CHAMPAIGN	141,800	.41
69	DES MOINES	141,600	.41
70	CEDAR RAPIDS-WATERLOO-DUBUQUE	140,900	.41
71	AUSTIN, TX	140,000	.41
72	ROCHESTER, NY	139,300	.40
73	SPOKANE	134,500	.39
74	LEXINGTON	134,200	.39
75	OMAHA	131,700	.38
76	WACO-TEMPLE	131,100	.38
77	BATON ROUGE	126,400	.37
78	COLUMBIA, SC	125,300	.36
79	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)	125,000	.36
80	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION	124,200	.35
81	JOHNSTOWN-ALTOONA	119,700	.35
82	GREENVILLE-NEW BERN-WASHINGTON	119,200	.35
83	TUCSON	117,300	.34
84	CHATTANOOGA	114,100	.33
85	PORTLAND-POLAND SPRING	113,900	.33
86	JACKSON, MS	113,200	.33
87	WEST PALM BEACH	111,100	.32
88	SOUTH BEND-ELKHART	110,300	.32
89	BURLINGTON-PLATTSBURGH	108,800	.32
90	LANSING	108,000	.32
91	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)	105,200	.31
92	EL PASO	103,200	.30
93	YOUNGSTOWN	102,700	.30
94	LINCOLN-HASTINGS-KEARNEY	102,600	.30
95	CHARLESTON, SC	102,400	.30
96	EVANSVILLE	100,000	.29
97	SAVANNAH	99,900	.29
98	SALINAS-MONTEREY	99,000	.29
99	SPRINGFIELD, MO	98,900	.29
100	HUNTSVILLE-DECATUR-FLORENCE	97,300	.28
101	FT. WAYNE	95,700	.28
102	SPRINGFIELD, MA	95,500	.28
103	COLORADO SPRINGS-PUEBLO	93,500	.27
104	FARGO	92,500	.27
105	MADISON	91,600	.27
106	COLUMBUS, GA	91,000	.26
107	AUGUSTA	90,600	.26
108	SIOUX FALLS-MITCHELL	89,400	.26
109	PEORIA	88,800	.26
110	SNTA BARBRA-SNTA MARIA-SN LUIS OBISPO	87,500	.25
111	LAS VEGAS	86,500	.25
112	LAFAYETTE, LA	82,900	.24
113	MCALLEN-BROWNSVILLE (LRGV)	76,400	.22
114	CORPUS CHRISTI	74,700	.22
115	TALLAHASSEE	74,400	.22
116	ROCKFORD	73,000	.21
117	LUBBOCK	72,300	.21
118	WICHITA FALLS-LAWTON	72,100	.21
119	YAKIMA	72,000	.21
120	MONROE-EL DORADO	71,400	.21
121	AMARILLO	70,200	.20
122	RENO	69,800	.20
123	EUGENE	69,600	.20
124	COLUMBIA-JEFFERSON CITY	68,200	.20
125	DULUTH-SUPERIOR	67,300	.20
126	LA CROSSE-EAU CLAIRE	67,200	.19
127	MONTGOMERY	67,100	.19
128	BEAUMONT-PORT ARTHUR	65,900	.19
129	TOPEKA	65,100	.19
130	WAUSAU-RHINELANDER	62,700	.18
131	BOISE	62,300	.18
132	COLUMBUS-TUPELO	62,300	.18
133	WHEELING-STEUBENVILLE	61,900	.18
134	TERRE HAUTE	60,600	.18
135	MACON	60,300	.17
136	MINOT-BISMARCK-DICKINSON	59,600	.17
137	ODESSA-MIDLAND	57,900	.17
138	JOPLIN-PITTSBURG	57,600	.17
139	BINGHAMTON	57,300	.17
140	BAKERSFIELD	56,700	.16
141	SIOUX CITY	56,300	.16
142	TRAVERSE CITY-CADILLAC	55,860	.16
143	FLORENCE, SC	55,100	.16
144	BLUEFIELD-BECKLEY-OAK HILL	54,800	.16
145	CHICO-REDDING	54,100	.16
146	MISSOULA-BUTTE	53,900	.15
147	ERIE	53,600	.15
148	FT. SMITH	53,300	.15
149	ROCHESTER-MASON CITY-AUSTIN	51,500	.15
150	ALBANY, GA	51,200	.15
151	IDAHO FALLS-POCATELLO	50,500	.15
152	WILMINGTON	50,200	.15
153	FT. MYERS-NAPLES	47,200	.14
154	QUINCY-HANNIBAL	46,200	.13
155	BANGOR	45,900	.13
156	RAPID CITY	45,800	.13
157	GAINESVILLE	43,900	.13
158	MEDFORD	42,400	.12
159	ABILENE-SWEETWATER	41,900	.12
160	ALEXANDRIA, LA	41,600	.12
161	NORTHAN	39,900	.12
162	TYLER	39,200	.11
163	UTICA	39,000	.11
164	LAUREL-HATTIESBURG	35,500	.10
165	CLARKSBURG-WESTON	34,600	.10
166	WATERTOWN-CARTHAGE	33,400	.10
167	LAKE CHARLES	33,000	.10
168	ELMIRA	31,100	.09
169	BILLINGS-HARDIN	30,400	.09
170	SALISBURY	30,000	.09
171	LAFAYETTE, IN	29,900	.09
172	BILOXI-GULFPORT-PASCAGOULA	29,700	.09
173	MARQUETTE	29,100	.08
174	CASPER-RIVERTON	28,600	.08
175	GREENWOOD-GREENVILLE	28,100	.08
176	EL CENTRO-YUMA	27,600	.08
177	MERIDIAN	27,600	.08
178	GREAT FALLS	25,600	.07
179	TUSCALOOSA	24,900	.07
180	EUREKA	24,600	.07
181	PANAMA CITY	24,600	.07
182	JONESBORO	23,800	.07
183	ARDMORE-ADA	23,500	.07
184	ALEXANDRIA, MN	23,100	.07
185	GRAND JUNCTION	22,700	.07
186	BOWLING GREEN	22,200	.06
187	ROSWELL	21,500	.06
188	ANNISTON	20,900	.06
189	JACKSON, TN	20,300	.06
190	CHEYENNE	20,200	.06
191	PALM SPRINGS	20,200	.06
192	HARRISONBURG	17,400	.05
193	ST. JOSEPH	17,800	.05
194	SAN ANGELO	16,200	.05
195	LAREDO	15,700	.05
196	LIMA	15,700	.05
197	MANKATO	15,400	.04
198	PARKERSBURG	13,900	.04
199	PRESQUE ISLE	13,200	.04
200	VICTORIA	11,600	.03
201	ZANESVILLE	11,200	.03
202	RENO	10,600	.03
203	TWIN FALLS	10,100	.03
204	OTTUMWA-KIRKSVILLE	9,900	.03
205	HELENA	7,100	.02
206	SELMA	6,500	.02
207	NORTH PLATTE	6,100	.02
208	ALPENA	5,200	.02
209	GLENDIVE	2,800	.01

MARKETS RANKED BY DEMOGRAPHIC CATEGORY

MEN 25-49

US TOTAL 34,902,900

ADI Rank	ADI Market Name	Population in TV HH and Group Quarters	Pct of US
1	NEW YORK	2,983,600	7.55
2	LOS ANGELES	2,194,660	5.50
3	CHICAGO	1,466,600	3.68
4	PHILADELPHIA	1,143,000	2.86
5	SAN FRANCISCO	1,023,700	2.57
6	BOSTON	910,000	2.28
7	WASHINGTON, DC	814,800	2.04
8	DETROIT	805,100	2.02
9	HOUSTON	777,300	1.95
10	DALLAS-FT. WORTH	723,200	1.81
11	CLEVELAND	635,260	1.59
12	ATLANTA	592,500	1.48
13	MINNEAPOLIS-ST. PAUL	565,800	1.42
14	SEATTLE-TACOMA	562,000	1.41
15	PITTSBURGH	505,300	1.27
16	DENVER	498,600	1.25
17	MIAMI	482,300	1.21
18	ST. LOUIS	470,600	1.18
19	BALTIMORE	426,300	1.07
20	SACRAMENTO-STOCKTON	415,800	1.04
21	PORTLAND, OR	390,500	.98
22	INDIANAPOLIS	385,200	.97
23	TAMPA-ST. PETERSBURG (SARASOTA)	383,800	.96
24	HARTFORD-NEW HAVEN	379,200	.95
25	SAN DIEGO	367,900	.92
26	PHOENIX (FLAGSTAFF)	365,300	.92
27	KANSAS CITY	331,400	.83
28	CINCINNATI	323,400	.81
29	MILWAUKEE	321,700	.81
30	CHARLOTTE	319,100	.80
31	NASHVILLE	315,000	.79
32	NEW ORLEANS	300,700	.75
33	RALEIGH-DURHAM	293,900	.74
34	SALT LAKE CITY	291,900	.73
35	COLUMBUS, OH	287,200	.72
36	GREENVILLE-SPARTANBURG-ASHEVILLE	277,600	.70
37	BUFFALO	274,300	.69
38	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	272,200	.68
39	MEMPHIS	264,500	.66
40	ORLANDO-DAYTONA BEACH-MELBOURNE	263,400	.65
41	OKLAHOMA CITY	257,500	.65
42	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN	257,300	.64
43	CHARLESTON-HUNTINGTON	256,200	.64
44	LOUISVILLE	248,100	.62
45	PROVIDENCE-NEW BEDFORD	246,300	.62
46	SAN ANTONIO	244,700	.61
47	HARRISBURG-YORK-LANCASTER-LEBANON	239,000	.60
48	GREENSBORO-WINSTON SALEM-HIGH POINT	227,400	.57
49	DAYTON	222,200	.56
50	RICHMOND (CHARLOTTESVILLE)	221,900	.55
51	BIRMINGHAM	221,300	.55
52	FLINT-SAGINAW-BAY CITY	216,500	.53
53	ALBANY-SCHENECTADY-TROY	207,800	.52
54	LITTLE ROCK	201,400	.51
55	TULSA	201,500	.50
56	ALBUQUERQUE	201,100	.50
57	WILKES BARRE-SCRANTON	198,500	.50
58	KNOXVILLE	198,200	.50
59	MYRTLE-PENSACOLA	198,100	.50
60	SHREVEPORT-TEXARKANA	195,200	.49
61	FRESNO	188,900	.47
62	TOLEDO	186,800	.47
63	JACKSONVILLE	184,800	.46
64	WICHITA-HUTCHINSON	181,400	.45
65	ROANOKE-LYNCHBURG	173,200	.43
66	SYRACUSE	166,400	.42
67	GREEN BAY	163,300	.41
68	ROCHESTER, NY	160,900	.40
69	DES MOINES	156,300	.39
70	OMAHA	154,600	.39
71	SPOKANE	152,700	.38
72	CEDAR RAPIDS-WATERLOO-DUBUQUE	150,200	.38
73	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)	149,600	.37
74	LEXINGTON	148,900	.37
75	SPRINGFIELD-DECATUR-CHAMPAIGN	145,000	.36
76	CHATTANOOGA	142,900	.36
77	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION	138,700	.35
78	PORTLAND-POLAND SPRING	138,500	.35
79	WEST PALM BEACH	137,800	.35
80	AUSTIN, TX	134,800	.34
81	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)	134,300	.34
82	BATON ROUGE	131,400	.33
83	COLUMBIA, SC	130,900	.33
84	SOUTH BEND-ELKHART	126,700	.32
85	TUCSON	127,600	.32
86	JACKSON, MS	126,200	.32
87	JOHNSTOWN-ALTOONA	125,300	.31
88	YOUNGSTOWN	122,000	.31
89	HUNTSVILLE-DECATUR-FLORENCE	120,400	.31
90	BURLINGTON-PLATTSBURGH	118,400	.30
91	EVANSVILLE	117,500	.29
92	SPRINGFIELD, MO	113,200	.29
93	FT. WAYNE	111,600	.29
94	LANSING	111,600	.29
95	LINCOLN-HASTINGS-KEARNEY	110,100	.29
96	LAS VEGAS	108,000	.27
97	EL PASO	105,900	.27
98	GREENVILLE-NEW BERN-WASHINGTON	102,700	.26
99	CHARLESTON, SC	102,000	.25
100	SPRINGFIELD, MA	101,100	.25
101	SALINAS-MONTEREY	100,700	.25
102	WACO-TEMPLE	99,100	.25
103	AUGUSTA	98,900	.25
104	COLORADO SPRINGS-PUEBLO	98,300	.25
104	PEORIA	98,300	.25
106	SIOUX FALLS-MITCHELL	97,900	.25
107	SAVANNAH	95,400	.24
108	MANTSON	94,000	.24
109	FARGO	93,800	.24
110	LAFAYETTE, LA	89,600	.23
111	ROCKFORD	89,300	.22
112	SNTA BARBRA-SNTA MARIA-SN LUIS OBISPO	88,200	.22
113	RENO	88,100	.22
114	COLUMBUS, GA	85,400	.21
114	MCALLEN-BROWNSVILLE (LRGV)	85,400	.21
116	YAKIMA	84,200	.21
117	CORPUS CHRISTI	82,400	.21
118	AMARILLO	82,200	.21
119	EUGENE	79,600	.20
120	BEAUMONT-PORT ARTHUR	78,400	.20
121	MONROE-EL DORADO	77,200	.19
122	DULUTH-SUPERIOR	77,100	.19
123	MONTGOMERY	76,600	.19
124	TALLAHASSEE	76,500	.19
125	WHEELING-STEUBENVILLE	74,100	.19
126	BOISE	72,800	.18
127	LA CROSSE-EAU CLAIRE	72,200	.18
127	LUBBOCK	72,200	.18
129	WAUSAU-RHINELANDER	72,000	.18
130	WICHITA FALLS-LAWTON	71,500	.18
131	MACON	70,900	.18
132	COLUMBUS-TUPELO	69,200	.17
133	JOPLIN-PITTSBURG	69,000	.17
134	TRAVERSE CITY-CADILLAC	68,700	.17
135	BINGHAMTON	68,200	.17
136	TERRE HAUTE	68,000	.17
137	MINOT-BISMARCK-DICKINSON	66,100	.17
138	COLUMBIA-JEFFERSON CITY	66,000	.17
139	ODESSA-MIDLAND	65,400	.17
140	FLORENCE, SC	64,400	.16
141	BAKERSFIELD	64,300	.16
142	BLUEFIELD-BECKLEY-OAK HILL	63,800	.16
143	CHICO-REDDING	63,600	.16
144	ROCHESTER-MASON CITY-AUSTIN	62,500	.16
145	SIOUX CITY	61,900	.16
146	WILMINGTON	60,400	.15
147	FT. MYERS-NAPLES	60,000	.15
148	TOPEKA	59,700	.15
149	ALBANY, GA	59,600	.15
150	FT. SMITH	59,200	.15
151	ERIE	58,600	.15
152	MISSOULA-BUTTE	58,000	.15
153	IDAHO FALLS-POCATELLO	55,400	.14
154	MEDFORD	54,400	.14
155	BANGOR	51,900	.13
156	QUINCY-HANNIBAL	51,100	.13
157	RAPID CITY	48,400	.12
158	TYLER	47,000	.12
159	ROTHAN	46,400	.12
160	ABILENE-SWEETWATER	46,300	.12
161	UTICA	44,000	.11
162	ALEXANDRIA, LA	41,600	.10
163	CLARKSBURG-WESTON	40,400	.10
164	LAUREL-HATTIESBURG	38,800	.10
165	LAKE CHARLES	37,100	.09
166	ELMIRA	36,900	.09
167	BILLINGS-HARDIN	36,200	.09
167	SALISBURY	36,200	.09
169	GAINESVILLE	35,200	.09
170	WATERTOWN-CARTHAGE	34,300	.09
171	CASPER-RIVERTON	32,100	.08
172	BEAUMONT	31,600	.08
173	GREAT FALLS	29,800	.07
174	EL CENTRO-YUMA	29,700	.07
175	PANAMA CITY	29,300	.07
176	BILOXI-GULFPORT-PASCAGOULA	29,000	.07
177	GREENWOOD-GREENVILLE	28,900	.07
178	JONESBORO	28,300	.07
179	ARDMORE-ADA	28,200	.07
180	GRAND JUNCTION	27,400	.07
181	MARQUETTE	26,600	.07
182	EUREKA	26,400	.07
183	ALEXANDRIA, MN	26,300	.07
184	ROSWELL	24,800	.06
185	JACKSON, TN	24,400	.06
186	BOWLING GREEN	23,700	.06
187	PALM SPRINGS	23,500	.06
188	CHEYENNE	23,000	.06
188	TUSCALOOSA	23,000	.06
190	LAFAYETTE, IN	20,800	.05
191	ANNISTON	20,300	.05
192	ST. JOSEPH	19,500	.05
193	HARRISONBURG	18,100	.05
194	LIMA	18,000	.05
195	PARKERSBURG	17,700	.04
196	SAN ANGELO	17,100	.04
197	LAREDO	16,500	.04
198	PRESQUE ISLE	14,900	.04
199	MANKATO	14,300	.04
200	RENO	13,400	.03
200	ZANESVILLE	13,400	.03
202	VICTORIA	13,300	.03
203	TWIN FALLS	12,400	.03
204	OTTUMWA-KIRKSVILLE	9,800	.02
205	HELENA	8,500	.02
206	NORTH PLATTE	7,300	.02
207	SELMA	7,200	.02
208	ALPENA	6,600	.02
209	GLENDIVE	3,100	.01

MARKETS RANKED BY DEMOGRAPHIC CATEGORY

MEN 25-54

US TOTAL 45,157,600

ADI Rank	ADI Market Name	Population in TV HH and Group Quarters	Pct of US
1	NEW YORK	3,440,400	7.62
2	LOS ANGELES	2,463,000	5.45
3	CHICAGO	1,665,500	3.69
4	PHILADELPHIA	1,315,900	2.91
5	SAN FRANCISCO	1,145,600	2.54
6	BOSTON	1,032,500	2.29
7	DETROIT	920,000	2.04
8	WASHINGTON, DC	910,400	2.02
9	HOUSTON	860,700	1.91
10	DALLAS-FT. WORTH	806,400	1.79
11	CLEVELAND	730,400	1.62
12	ATLANTA	657,400	1.46
13	MINNEAPOLIS-ST. PAUL	656,300	1.45
14	SEATTLE-TACOMA	623,800	1.38
15	PITTSBURGH	589,400	1.31
16	MIAMI	554,900	1.23
17	DENVER	548,700	1.22
18	ST. LOUIS	537,500	1.19
19	BALTIMORE	484,800	1.07
20	SACRAMENTO-STOCKTON	467,200	1.03
21	TAMPA-ST. PETERSBURG (SARASOTA)	441,800	.98
22	INDIANAPOLIS	436,500	.97
23	PORTLAND, OR	434,000	.96
24	HARTFORD-NEW HAVEN	432,700	.95
25	PHOENIX (FLAGSTAFF)	408,700	.91
26	SAN DIEGO	408,100	.90
27	KANSAS CITY	375,100	.83
28	CINCINNATI	368,300	.82
29	MILWAUKEE	366,900	.81
30	CHARLOTTE	360,600	.80
31	NASHVILLE	354,400	.78
32	NEW ORLEANS	338,700	.75
33	RALEIGH-DURHAM	324,500	.71
34	COLUMBUS, OH	323,800	.72
35	SALT LAKE CITY	323,200	.72
36	BUFFALO	318,400	.71
37	GREENVILLE-SPARTANBURG-ASHEVILLE	313,800	.69
38	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	309,000	.68
39	ORLANDO-DAYTONA BEACH-MELBOURNE	302,500	.67
40	MEMPHIS	297,800	.65
41	CHARLESTON-HUNTINGTON	291,500	.65
42	OKLAHOMA CITY	290,400	.64
43	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN	288,800	.64
44	PROVIDENCE-NEW BEDFORD	283,000	.63
45	LOUISVILLE	280,300	.62
46	SAN ANTONIO	276,000	.61
47	HARRISBURG-YORK-LANCASTER-LEBANON	272,700	.60
48	GREENSBORO-WINSTON SALEM-HIGH POINT	258,500	.57
49	DAYTON	253,300	.56
50	BIRMINGHAM	251,400	.56
51	RICHMOND (CHARLOTTESVILLE)	249,800	.55
52	FLINT-SAGINAW-BAY CITY	241,900	.54
53	ALBANY-SCHENECTADY-TROY	238,200	.53
54	WILKES BARRE-SCRANTON	232,000	.51
55	LITTLE ROCK	228,600	.51
56	TULSA	228,500	.51
57	ALBUQUERQUE	224,300	.50
58	KNOXVILLE	223,400	.49
59	MOBILE-PENSACOLA	222,800	.49
60	SHREVEPORT-TEXARKANA	221,500	.49
61	TOLEDO	212,400	.47
62	FRESNO	211,300	.47
63	JACKSONVILLE	208,900	.46
64	WICHITA-HUTCHINSON	207,300	.45
65	ROANOKE-LYNCHBURG	197,300	.44
66	SYRACUSE	188,900	.42
67	GREEN BAY	185,000	.41
68	ROCHESTER, NY	182,600	.40
69	DES MOINES	177,900	.39
70	OMAHA	175,300	.39
71	SPOKANE	171,000	.38
72	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)	169,500	.38
73	CEDAR RAPIDS-WATERLOO-DUBUQUE	168,300	.37
74	LEXINGTON	167,100	.37
75	SPRINGFIELD-DECATUR-CHAMPAIGN	164,700	.36
76	CHATTANOOGA	161,100	.36
77	WEST PALM BEACH	157,700	.35
78	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION	157,200	.35
79	PORTLAND-POLAND SPRING	157,200	.35
80	BRISTOL-KNGSPT-JOHNSN CTY (TRI CITY)	152,100	.34
81	AUSTIN, TX	147,800	.33
82	SOUTH BEND-ELKHART	146,900	.33
83	BATON ROUGE	146,100	.32
84	COLUMBIA, SC	145,900	.32
85	JOHNSTOWN-ALTOONA	144,200	.32
86	JACKSON, MS	143,200	.32
87	TUPELO	142,700	.32
88	YOUNGSTOWN	141,900	.31
89	HUNTSVILLE-DECATUR-FLORENCE	136,300	.30
90	EVANSVILLE	133,400	.30
91	BURLINGTON-PLATTSBURGH	132,900	.29
92	SPRINGFIELD, MO	129,700	.29
93	FT. WAYNE	126,900	.28
94	LINCOLN-HASTINGS-KEARNEY	125,200	.28
95	LANSING	124,200	.28
96	LAS VEGAS	121,000	.27
97	EL PASO	114,100	.25
98	SPRINGFIELD, MA	113,700	.25
99	GREENVILLE-NEW BERN-WASHINGTON	113,200	.25
100	CHARLESTON, SC	112,700	.25
100	SIOUX FALLS-MITCHELL	112,700	.25
102	AUGUSTA	111,700	.25
103	PEORIA	111,300	.25
104	SALINAS-MONTEREY	111,100	.25
105	WACO-TEMPLE	110,900	.25
106	COLORADO SPRINGS-PUEBLO	110,000	.24
107	SAVANNAH	106,600	.24
108	FARGO	106,500	.24
109	MADISON	104,500	.23
110	LAFAYETTE, LA	101,500	.22
111	ROCKFORD	100,200	.22
112	RENO	98,700	.21
113	MCALLEN-BROWNSVILLE (LRGV)	96,300	.21
114	COLUMBUS, GA	96,100	.21
115	SNTA BARB-SNTA MARIA-SN LUIS OBISPO	96,000	.21
116	YAKIMA	94,400	.21
117	ANNAPOLIS	93,300	.21
118	CORPUS CHRISTI	93,100	.21
119	BEAUMONT-PORT ARTHUR	90,100	.20
120	EUGENE	88,500	.20
121	DULUTH-SUPERIOR	88,200	.20
121	MONROE-EL DORADO	88,200	.20
123	MONTGOMERY	86,800	.19
124	WHEELING-STEUBENVILLE	85,400	.19
125	TALLAHASSEE	85,300	.19
126	WAUSAU-RHINELANDER	81,900	.18
127	LA CROSSE-EAU CLAIRE	81,700	.18
128	LUBBOCK	81,500	.18
129	BOISE	80,600	.18
130	WICHITA FALLS-LAWTON	80,500	.18
131	MACON	80,200	.18
132	JOPLIN-PITTSBURG	79,600	.17
133	BINGHAMTON	78,400	.17
134	COLUMBUS-TUPELO	78,200	.17
134	TERRE HAUTE	78,200	.17
134	TRAVERSE CITY-CADILLAC	78,200	.17
137	ODESSA-MIDLAND	77,500	.17
138	MINOT-BISMARCK-DICKINSON	76,500	.16
139	COLUMBIA-JEFFERSON CITY	73,900	.16
140	BLUEFIELD-BECKLEY-OAK HILL	72,600	.16
141	BAKERSFIELD	72,300	.16
142	FLORENCE, SC	72,200	.16
143	ROCHESTER-MASON CITY-AUSTIN	71,060	.16
144	SIOUX CITY	71,100	.16
145	CHICO-REDDING	70,900	.16
146	FT. MYERS-NAPLES	69,700	.15
147	WILMINGTON	68,200	.15
148	ERIE	67,400	.15
149	ALBANY, GA	67,300	.15
150	TOPEKA	67,000	.15
151	MT. SMITH	66,600	.15
152	MISSOULA-BUTTE	65,500	.15
153	IDAHO FALLS-POCATELLO	62,500	.14
154	MEDFORD	61,300	.14
155	BANGOR	58,900	.13
156	QUINCY-HANNIBAL	58,300	.13
157	RAPID CITY	54,100	.12
158	ABILENE-SWEETWATER	52,800	.12
158	TYLER	52,600	.12
160	DOTHAN	52,300	.12
161	WITCA	50,800	.11
162	ALEXANDRIA, LA	45,900	.10
163	CLARKSBURG-WESTON	45,800	.10
164	LAUREL-HATTIESBURG	43,100	.10
165	ELMIRA	42,500	.09
166	LAKE CHARLES	42,200	.09
167	SALISBURY	41,700	.09
168	BILLINGS-HARDIN	40,900	.09
169	WATERTOWN-CARTHAGE	39,500	.08
170	GAINESVILLE	38,600	.09
171	CASPER-RIVERTON	36,100	.08
172	MERIDIAN	35,500	.08
173	EL CENTRO-YUMA	34,000	.08
173	GREAT FALLS	34,000	.08
175	PANAMA CITY	33,400	.07
176	BILOXI-GULFPORT-PASCAGOULA	32,700	.07
177	JONESBORO	32,500	.07
178	GREENWOOD-GREENVILLE	32,400	.07
179	ARDMORE-ADA	32,200	.07
180	GRAND JUNCTION	30,400	.07
181	ALEXANDRIA, MN	30,200	.07
182	MARQUETTE	29,800	.07
183	EUREKA	29,600	.07
184	ROSWELL	28,400	.06
185	JACKSON, TN	27,900	.06
186	BOWLING GREEN	26,600	.06
187	PALM SPRINGS	26,500	.06
188	TUSCALOOSA	26,100	.06
189	CHEYENNE	26,000	.06
190	LAFAYETTE, IN	23,100	.05
191	ANNISTON	23,000	.05
192	ST. JOSEPH	21,800	.05
193	LIMA	20,700	.05
194	HARRISONBURG	20,400	.05
195	PARKERSBURG	20,100	.04
196	SAN ANGELO	18,200	.04
197	CLARKSBURG	18,900	.04
198	PRESQUE ISLE	16,300	.04
199	MANKATO	16,200	.04
200	ZANESVILLE	15,400	.03
201	VICTORIA	15,400	.03
202	RENO	14,700	.03
203	TWIN FALLS	13,900	.03
204	OTTUMWA-KIRKSVILLE	11,200	.02
205	HELENA	9,400	.02
206	NORTH PLATTE	8,200	.02
206	SELMA	8,200	.02
208	ALPENA	7,600	.02
209	GLENDIVE	3,500	.01

MARKETS RANKED BY DEMOGRAPHIC CATEGORY

TEENS 12-17 — US TOTAL 21,521,600

ADI Rank	ADI Market Name	Population in TV HH and Group Quarters	Pct of US
1	NEW YORK	1,626,700	7.55
2	LOS ANGELES	1,045,100	4.85
3	CHICAGO	708,000	3.29
4	PHILADELPHIA	631,000	2.93
5	BOSTON	499,600	2.32
6	DETROIT	459,300	2.13
7	SAN FRANCISCO	434,800	2.02
8	WASHINGTON, DC	396,100	1.84
9	CLEVELAND	362,500	1.68
10	DALLAS-FT. WORTH	354,700	1.65
11	HOUSTON	352,100	1.64
12	MINNEAPOLIS-ST. PAUL	305,900	1.42
13	ATLANTA	298,900	1.39
14	PITTSBURGH	283,100	1.32
15	ST. LOUIS	274,000	1.27
16	SEATTLE-TACOMA	251,900	1.17
17	MIAMI	233,700	1.09
18	BALTIMORE	231,700	1.08
19	INDIANAPOLIS	219,900	1.02
20	DENVER	214,800	1.00
21	TAMPA-ST. PETERSBURG (SARASOTA)	207,000	.96
22	HARTFORD-NEW HAVEN	206,500	.96
22	SACRAMENTO-STOCKTON	206,500	.96
24	PHOENIX (FLAGSTAFF)	193,700	.90
25	CINCINNATI	186,800	.87
26	MILWAUKEE	183,700	.85
27	PORTLAND, OR	181,200	.84
28	NEW ORLEANS	178,500	.83
29	CHARLOTTE	171,500	.80
30	KANSAS CITY	170,300	.79
31	MEMPHIS	169,400	.79
32	BUFFALO	167,700	.78
33	NASHVILLE	165,200	.77
33	SALT LAKE CITY	165,200	.77
35	SAN DIEGO	161,400	.75
36	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	157,500	.73
37	SAN ANTONIO	154,000	.72
38	RALEIGH-DURHAM	153,300	.71
39	GREENVILLE-SPARTANBURG-ASHEVILLE	146,800	.75
40	ORLANDO-DAYTONA BEACH-MELBOURNE	147,800	.69
41	COLUMBUS, OH	147,400	.69
42	CHARLESTON-HUNTINGTON	145,600	.68
43	PROVIDENCE-NEW BEDFORD	143,300	.65
44	LOUISVILLE	137,600	.64
45	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN	136,100	.63
46	FLINT-SAGINAW-BAY CITY	135,400	.63
47	OKLAHOMA CITY	126,100	.60
48	HARRISBURG-YORK-LANCASTER-LEBANON	126,000	.59
49	BIRMINGHAM	124,800	.58
50	DAYTON	124,300	.59
51	ALBANY-SCHENECTADY-TROY	121,900	.57
52	GREENSBORO-WINSTON SALEM-HIGH POINT	119,800	.55
53	SHREVEPORT-TEXARKANA	119,500	.55
54	ALBUQUERQUE	117,900	.55
55	MOBILE-PENSACOLA	117,100	.54
56	LITTLE ROCK	116,400	.54
57	RICHMOND (CHARLOTTESVILLE)	116,000	.54
58	WILKES BARRE-SCRANTON	112,600	.52
59	KNOXVILLE	109,600	.51
60	TOLEDO	107,300	.50
61	FRESNO	106,400	.49
62	TULSA	106,300	.49
63	GREEN BAY	103,500	.48
64	JACKSONVILLE	102,400	.48
65	SYRACUSE	98,500	.45
66	WICHITA-HUTCHINSON	94,700	.44
67	ROANOKE-LYNCHBURG	92,500	.43
68	ROCHESTER, NY	90,500	.42
69	OMAHA	87,900	.41
70	CEDAR RAPIDS-WATERLOO-DUBUQUE	87,100	.40
71	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)	85,800	.40
72	DES MOINES	84,100	.39
72	JACKSON, MS	84,100	.39
74	LEXINGTON	81,500	.38
75	SPOKANE	80,500	.37
76	PORTLAND-POLAND SPRING	78,300	.36
77	PADUCAH-CP GIRARDEAU-HARRSBRG-MARTIN	76,000	.35
78	BATON ROUGE	76,700	.35
79	CHATTANOOGA	76,500	.36
80	SPRINGFIELD-DECATUR-CHAMPAIGN	75,400	.35
81	SOUTH BEND-ELKHART	74,200	.34
82	COLUMBIA, SC	74,000	.34
83	JOHNSTOWN-ALTOONA	72,400	.34
84	BRISTOL-KNGSPT-JOHNSN CTY (TRI CITY)	72,200	.34
84	MCALLEN-BROWNSVILLE (LRGV)	72,200	.34
86	YOUNGSTOWN	70,800	.33
87	EL PASO	69,900	.32
88	HUNTSVILLE-DECATUR-FLORENCE	69,300	.32
89	WEST PALM BEACH	69,300	.32
90	EVANSVILLE	66,900	.31
91	TUCSON	66,900	.31
92	BURLINGTON-PLATTSBURGH	66,000	.31
93	SPRINGFIELD, MO	65,000	.30
94	FT. WAYNE	64,100	.30
95	LAFAYETTE, LA	61,600	.29
96	AUGUSTA	61,500	.29
97	SIOUX FALLS-MITCHELL	61,100	.28
98	AUSTIN, TX	61,000	.28
99	GREENVILLE-NEW BERN-WASHINGTON	58,600	.27
100	CHARLESTON, SC	58,300	.27
101	SPRINGFIELD, MA	58,000	.27
102	LANSING	57,700	.27
103	LINCOLN-HASTINGS-KEARNEY	57,100	.27
104	SAVANNAH	55,800	.26
105	COLUMBUS, GA	54,000	.25
106	FARGO	53,500	.25
107	MONROE-EL DORADO	52,400	.24
107	COLORADO SPRINGS-PUEBLO	52,400	.24
109	PEORIA	52,000	.24
110	WACO-TEMPLE	51,200	.24
111	ROCKFORD	51,100	.24
112	CORPUS CHRISTI	50,900	.24
113	MONTGOMERY	49,200	.23
114	LAS VEGAS	49,100	.23
115	MADISON	48,500	.22
116	BEAUMONT-PORT ARTHUR	46,300	.22
117	WAUSAU-RHINELANDER	45,700	.21
118	AMARILLO	44,700	.21
119	DULUTH-SUPERIOR	44,400	.21
120	TALLAHASSEE	44,300	.21
121	MACON	44,100	.20
122	COLUMBUS-TUPELO	43,800	.20
123	SALINAS-MONTEREY	43,700	.20
124	LA CROSSE-EAU CLAIRE	43,500	.20
125	YAKIMA	43,400	.20
126	LUBBOCK	43,000	.20
127	BINGHAMTON	42,400	.20
127	TRAVERSE CITY-CADILLAC	42,400	.20
129	WHEELING-STEUBENVILLE	41,900	.19
130	FLORENCE, SC	40,600	.19
131	JOPLIN-PITTSBURG	40,300	.19
132	ALBANY, GA	40,100	.19
133	MINOT-BISMARCK-DICKINSON	39,300	.18
134	TERRE HAUTE	38,600	.18
135	WICHITA FALLS-LAWTON	38,300	.18
136	BOISE	37,700	.18
137	BLUEFIELD-BECKLEY-OAK HILL	37,400	.17
138	SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO	37,300	.17
139	EUGENE	37,100	.17
140	SIOUX CITY	36,800	.17
141	ROCHESTER-MASON CITY-AUSTIN	36,800	.17
141	WILMINGTON	36,800	.17
143	ODESSA-MIDLAND	35,700	.17
144	RENO	32,500	.16
145	ERIE	35,000	.16
146	BAKERSFIELD	34,500	.16
147	COLUMBIA-JEFFERSON CITY	33,700	.16
147	FT. SMITH	33,700	.16
149	FT. MYERS-NAPLES	33,000	.15
150	CHICO-REDDING	32,100	.15
151	IDAHO FALLS-POCATELLO	31,200	.14
152	BANGOR	30,600	.14
153	MISSOULA-BUTTE	29,700	.14
154	QUINCY-HANNIBAL	29,500	.14
155	TOPEKA	29,100	.14
156	UTICA	27,800	.13
157	MEDFORD	27,400	.13
158	DOTHAN	27,200	.13
159	ABILENE-SWEETWATER	26,700	.12
160	ALEXANDRIA, LA	25,900	.12
161	RAPID CITY	25,600	.12
162	TYLER	25,300	.12
163	GREENWOOD-GREENVILLE	24,900	.12
164	LAUREL-HATTIESBURG	24,300	.11
165	WATERTOWN-CARTHAGE	23,500	.11
166	CLARKSBURG-WESTON	23,100	.11
167	ELMIRA	23,000	.11
168	LAKE CHARLES	22,400	.10
169	SALISBURY	21,300	.10
170	MERIDIAN	20,900	.10
171	EL CENTRO-YUMA	20,000	.09
172	BILLINGS-HARDIN	18,700	.09
173	ALEXANDRIA, MN	17,900	.08
174	JAMESTOWN	17,200	.08
175	PANAMA CITY	17,100	.08
176	GREAT FALLS	16,400	.08
177	BILOXI-GULFPORT-PASCAGOULA	16,800	.08
178	ABILENE-AMA	16,700	.08
179	GAINESVILLE	15,800	.07
179	ROSWELL	15,800	.07
181	CASPER-RIVERTON	15,300	.07
182	LUFKIN	14,300	.07
183	JACKSON, TN	14,000	.07
184	MARQUETTE	13,900	.06
185	GRAND JUNCTION	13,600	.06
186	PALM SPRINGS	13,000	.06
187	BOWLING GREEN	12,900	.06
188	CHEYENNE	12,100	.06
189	TUSCALOOSA	12,000	.06
190	EUREKA	11,500	.05
191	ANNISTON	11,400	.05
192	LIMA	11,100	.05
193	ST. JOSEPH	11,000	.05
194	PARKERSBURG	9,900	.05
195	LAFAYETTE, IN	9,600	.04
196	HARRISONBURG	9,500	.04
197	PRESQUE ISLE	9,300	.04
198	SAN ANGELO	9,100	.04
199	ZANESVILLE	8,400	.04
200	MANKATO	7,800	.04
200	VICTORIA	7,800	.04
202	TWIN FALLS	6,700	.03
203	SELMA	6,100	.03
204	RENO	6,600	.03
205	OTTUMWA-KIRKSVILLE	4,900	.02
206	ALPENA	4,600	.02
207	HELENA	4,300	.02
208	NORTH PLATTE	3,800	.02
209	GLENDIVE	1,600	.01

MARKETS RANKED BY DEMOGRAPHIC CATEGORY

CHILDREN 2-11

US TOTAL 32,506,966

ADI Rank	ADI Market Name	Population in TV HH and Group Quarters	Pct of US
1	NEW YORK	2,330,200	6.85
2	LOS ANGELES	1,539,500	3.04
3	CHICAGO	1,207,000	3.71
4	PHILADELPHIA	900,500	2.77
5	DETROIT	675,900	2.08
6	BOSTON	662,300	2.04
7	SAN FRANCISCO	626,400	1.93
8	HOUSTON	603,300	1.86
9	DALLAS-FT. WORTH	573,600	1.76
10	WASHINGTON, DC	552,900	1.75
11	CLEVELAND	534,600	1.64
12	ATLANTA	467,000	1.44
13	MINNEAPOLIS-ST. PAUL	451,900	1.39
14	ST. LOUIS	404,200	1.24
15	PITTSBURGH	391,500	1.21
16	SEATTLE-TACOMA	382,000	1.21
17	SALT LAKE CITY	353,900	1.09
18	DENVER	343,700	1.06
19	MIAMI	328,800	1.01
20	INDIANAPOLIS	327,100	1.01
21	SACRAMENTO-STOCKTON	317,100	.99
22	PHOENIX (FLAGSTAFF)	312,300	.96
23	BALTIMORE	308,100	.95
24	PORTLAND, OR	303,700	.93
25	TAMPA-ST. PETERSBURG (SARASOTA)	292,900	.93
26	CINCINNATI	284,500	.88
27	NEW ORLEANS	274,000	.84
28	HARTFORD-NEW HAVEN	273,900	.84
29	KANSAS CITY	266,700	.82
30	MILWAUKEE	264,900	.81
31	MEMPHIS	262,000	.81
32	CHARLOTTE	260,900	.80
33	SAN DIEGO	254,600	.78
34	NASHVILLE	253,700	.78
35	SAN ANTONIO	246,600	.76
36	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	242,900	.75
37	RALEIGH-DURHAM	236,500	.73
38	CHARLESTON-HUNTINGTON	235,600	.72
39	COLUMBUS, OH	233,200	.72
40	BUFFALO	230,700	.71
41	GREENVILLE-SPARTANBURG-ASHEVILLE	226,900	.70
42	OKLAHOMA CITY	214,500	.66
43	LOUISVILLE	213,100	.66
44	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN	206,200	.63
45	ORLANDO-DAYTONA BEACH-MELBOURNE	204,100	.63
46	FLINT-SAGINAW-BAY CITY	201,200	.62
47	BIRMINGHAM	196,900	.61
48	PROVIDENCE-NEW BEDFORD	196,800	.61
49	SHREVEPORT-TEXARKANA	190,700	.59
50	HARRISBURG-YORK-LANCASTER-LEBANON	189,200	.58
51	DAYTON	188,900	.58
52	ALBUQUERQUE	184,300	.57
53	MOBILE-PENSACOLA	183,900	.57
54	LITTLE ROCK	183,300	.57
55	GREENSBORO-WINSTON SALEM-HIGH POINT	175,200	.54
56	FRESNO	174,700	.54
57	TOLEDO	172,400	.53
58	TULSA	170,700	.53
59	ALBANY-SCHENECTADY-TROY	166,100	.51
60	KNOXVILLE	164,300	.51
61	RICHMOND (CHARLOTTESVILLE)	163,600	.50
62	WILKES BARRE-SCRANTON	160,700	.49
63	JACKSONVILLE	157,900	.49
64	WICHITA-HUTCHINSON	152,100	.47
65	GREEN BAY	144,700	.45
66	SYRACUSE	137,400	.42
67	JACKSON, MS	135,400	.42
68	OMAHA	132,400	.41
69	ROANOKE-LYNCHBURG	132,100	.41
70	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)	130,100	.40
71	DES MOINES	129,500	.40
72	LEXINGTON	129,000	.40
73	CEDAR RAPIDS-WATERLOO-DUBUQUE	128,900	.40
73	SPOKANE	128,900	.40
75	MCALLEN-BROWNSVILLE (LRGV)	127,800	.39
76	ROCHESTER, NY	125,800	.39
77	BATON ROUGE	122,300	.38
78	CHATTANOOGA	121,600	.37
79	EL PASO	119,900	.37
80	SPRINGFIELD-DECATUR-CHAMPAIGN	119,200	.37
81	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION	117,900	.36
81	SOUTH BEND-ELKHART	117,900	.36
83	PORTLAND-POLAND SPRING	112,900	.35
84	COLUMBIA, SC	112,200	.35
85	ABILENE-SWEETWTR-JOHNSN CITY (TRI CITY)	111,100	.34
86	JOHNSTOWN-ALTOONA	108,200	.33
87	TUCSON	106,300	.33
88	YOUNGSTOWN	103,700	.32
89	FT. WAYNE	103,100	.32
90	EVANSVILLE	102,100	.31
91	WEST PALM BEACH	101,500	.31
92	HUNTSVILLE-DECATUR-FLORENCE	100,900	.31
93	AUSTIN, TX	99,000	.30
94	SPRINGFIELD, MO	97,600	.30
95	AUGUSTA	94,400	.29
96	BURLINGTON-PLATTSBURGH	93,600	.29
97	SIOUX FALLS-MITCHELL	93,400	.29
98	GREENVILLE-NEW BERN-WASHINGTON	92,800	.29
99	LAFAYETTE, LA	92,500	.28
100	LINCOLN-HASTINGS-KEARNEY	92,000	.28
101	CHARLESTON, SC	90,900	.28
102	SAVANNAH	90,400	.28
103	LANSING	88,900	.27
104	WACO-TEMPLE	87,600	.27
105	CORPUS CHRISTI	86,100	.26
106	MONROE-EL DORADO	84,600	.26
107	PEORIA	84,400	.26
108	FARGO	82,400	.25
109	COLORADO SPRINGS-PUEBLO	80,500	.25
110	COLUMBUS, GA	80,100	.25
111	SPRINGFIELD, MA	78,600	.24
112	AMARILLO	78,600	.24
113	MONTGOMERY	77,100	.24
114	ROCHESTER	76,400	.24
115	LAS VEGAS	74,600	.23
116	SALINAS-MONTEREY	73,200	.23
117	YAKIMA	71,900	.22
118	BEAUMONT-PORT ARTHUR	71,600	.22
119	TALLAHASSEE	71,300	.22
120	LUBBOCK	70,200	.22
121	COLUMBUS-TUPELO	69,900	.22
122	MADISON	67,900	.21
123	DULUTH-SUPERIOR	66,400	.20
124	BOISE	66,200	.20
125	WAUSAU-RHINELANDER	65,200	.20
126	MACON	64,800	.20
126	WHEELING-STEUBENVILLE	64,800	.20
128	FLORENCE, SC	64,000	.20
129	ALBANY, GA	63,600	.20
130	LA CROSSE-EAU CLAIRE	63,300	.19
131	IDAHO FALLS-POCATELLO	63,100	.19
132	WICHITA FALLS-LAWTON	63,000	.19
133	ODESSA-MIDLAND	62,300	.19
134	BLUEFIELD-BECKLEY-OAK HILL	62,400	.19
135	JOPLIN-PITTSBURG	61,600	.19
135	MINOT-BISMARCK-DICKINSON	61,600	.19
137	EUGENE	60,500	.19
138	TRAVERSE CITY-CADILLAC	60,300	.19
139	SIOUX CITY	59,400	.18
139	TERRE HAUTE	59,400	.18
141	BAKERSFIELD	59,000	.18
142	BINGHAMTON	57,400	.18
143	WILMINGTON	56,900	.18
144	ROCHESTER-MASON CITY-AUSTIN	54,200	.17
145	ERIE	54,000	.17
146	SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO	53,500	.16
147	RENO	51,900	.16
148	FT. SMITH	51,500	.16
149	COLUMBIA-JEFFERSON CITY	50,400	.16
150	CHICO-REDDING	48,900	.15
151	TOPEKA	48,000	.15
152	FT. MYERS-NAPLES	47,400	.15
153	MISSOULA-BUTTE	45,400	.14
154	QUINCY-HANNIBAL	44,400	.14
155	MEDFORD	44,300	.14
156	RAPID CITY	44,000	.14
157	MANGOR	43,600	.13
158	ROTMAN	43,500	.13
159	ABILENE-SWEETWATER	42,700	.13
160	TYLER	41,400	.13
161	ALEXANDRIA, LA	41,000	.13
162	LAUREL-HATTIESBURG	40,100	.12
163	GREENWOOD-GREENVILLE	39,400	.12
164	UTICA	37,900	.12
165	CLARKSBURG-WESTON	36,300	.11
166	LAKE CHARLES	34,900	.11
167	MERIDIAN	34,800	.11
168	WATERTOWN-CARTHAGE	33,600	.10
169	ELMIRA	33,100	.10
170	EL CENTRO-YUMA	32,900	.10
171	BILLINGS-MARDIN	32,900	.10
172	SALISBURY	28,300	.09
173	BILOXI-GULFPORT-PASCAGOULA	26,400	.08
173	CASPER-RIVERTON	26,900	.08
175	GREAT FALLS	26,600	.08
176	MONROE-ADA	26,100	.08
177	PANAMA CITY	25,800	.08
177	ROSWELL	25,800	.08
179	JONESBORO	25,100	.08
180	ALEXANDRIA, MN	23,500	.08
181	GAINESVILLE	24,800	.08
182	LAREDO	24,700	.08
183	GRAND JUNCTION	22,100	.07
184	JACKSON, TN	21,900	.07
185	MARQUETTE	21,700	.07
185	PALM SPRINGS	21,700	.07
187	BOWLING GREEN	20,200	.06
188	CHEYENNE	20,100	.06
188	TUSCALOOSA	20,100	.06
190	EUREKA	18,600	.06
191	ANNISTON	16,100	.05
192	LIMA	17,100	.05
193	ST. JOSEPH	16,900	.05
194	LAFAYETTE, IN	15,800	.05
195	PARKERSBURG	15,100	.05
196	SAN ANGELO	14,700	.05
197	HARRISONBURG	13,800	.04
198	PRESQUE ISLE	13,300	.04
199	TWIN FALLS	12,600	.04
200	ZANESVILLE	12,500	.04
201	VICTORIA	12,400	.04
202	MANKATO	11,900	.04
203	RENO	10,200	.03
204	SELMA	9,100	.03
205	OTTUMWA-KIRKSVILLE	8,200	.03
206	NORTH PLATTE	7,000	.02
207	HELENA	6,600	.02
208	ALPENA	5,800	.02
209	GLENDIVE	3,000	.01

MARKETS RANKED BY DEMOGRAPHIC CATEGORY

CHILDREN 6-11

US TOTAL 16,992,600

ADI Rank	ADI Market Name	Population in TV HH and Group Quarters	Pct of US
1	NEW YORK	1,325,200	6.99
2	LOS ANGELES	939,860	4.94
3	CHICAGO	702,200	3.70
4	PHILADELPHIA	538,500	2.84
5	DETROIT	408,900	2.15
6	BOSTON	404,300	2.13
7	SAN FRANCISCO	368,000	1.94
8	HOUSTON	367,200	1.93
9	DALLAS-FT. WORTH	336,400	1.77
10	WASHINGTON, DC	335,500	1.77
11	CLEVELAND	313,700	1.65
12	ATLANTA	281,600	1.48
13	MINNEAPOLIS-ST. PAUL	262,100	1.38
14	PITTSBURGH	235,600	1.24
15	ST. LOUIS	235,000	1.24
16	SEATTLE-TACOMA	227,300	1.20
17	DENVER	199,800	1.05
18	MIAMI	196,300	1.03
19	INDIANAPOLIS	193,100	1.02
20	BALTIMORE	185,700	.98
21	SACRAMENTO-STOCKTON	181,700	.96
22	PHOENIX (FLAGSTAFF)	180,300	.95
23	SALT LAKE CITY	179,900	.94
24	TAMPA-ST. PETERSBURG (SARASOTA)	179,200	.94
25	PORTLAND, OR	167,100	.88
26	HARTFORD-NEW HAVEN	160,700	.88
27	CINCINNATI	166,100	.87
28	CHARLOTTE	159,000	.84
29	NEW ORLEANS	156,000	.82
30	KANSAS CITY	154,700	.81
31	MILWAUKEE	153,700	.81
32	NEWPORT	152,400	.80
33	NASHVILLE	149,900	.78
34	SAN DIEGO	146,900	.77
35	SAN ANTONIO	144,700	.76
36	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	141,100	.74
37	RALEIGH-DURHAM	138,700	.73
38	BUFFALO	138,600	.73
39	GREENVILLE-SPARTANBURG-ASHEVILLE	136,900	.72
40	COLUMBUS, OH	136,500	.72
41	CHARLESTON-HUNTINGTON	136,000	.72
42	ORLANDO-DAYTONA BEACH-MELBOURNE	123,300	.65
43	LOUISVILLE	123,000	.65
44	OKLAHOMA CITY	121,400	.64
45	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN	119,800	.63
46	FLINT-SAGINAW-BAY CITY	119,100	.63
47	PROVIDENCE-NEW BEDFORD	118,700	.62
48	BIRMINGHAM	115,300	.61
49	HARRISBURG-YORK-LANCASTER-LEBANON	113,100	.60
50	DAYTON	111,300	.59
51	SHREVEPORT-TEXARKANA	109,200	.57
52	GREENSBORO-WINSTON SALEM-HIGH POINT	107,000	.56
53	MOBILE-PENSACOLA	106,500	.56
54	LITTLE ROCK	106,400	.56
55	ALBUQUERQUE	105,000	.55
56	ALBANY-SCHENECTADY-TROY	100,500	.53
57	TOLEDO	100,200	.53
58	TULSA	98,200	.52
59	KNOXVILLE	97,600	.51
60	FRESNO	97,300	.51
61	RICHMOND (CHARLOTTESVILLE)	97,200	.51
62	WILKES BARRE-SCRANTON	96,500	.51
63	JACKSONVILLE	93,200	.49
64	WICHITA-HUTCHINSON	84,100	.44
65	GREEN BAY	83,100	.44
66	SYRACUSE	82,000	.43
67	ROANOKE-LYNCHBURG	80,400	.42
68	JACKSON, MS	77,900	.41
69	OMAHA	77,300	.41
70	ROCHESTER, NY	76,000	.40
71	LEXINGTON	75,000	.39
72	DES MOINES	74,500	.39
73	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)	74,100	.39
74	CEDAR RAPIDS-WATERLOO-DUBUQUE	73,700	.39
75	MCALLEN-BROWNSVILLE (LRGV)	73,400	.39
76	SPOKANE	73,300	.39
77	CHATTANOOGA	72,100	.38
78	BATON ROUGE	69,600	.37
79	EL PASO	69,300	.36
80	SOUTH BEND-ELKHART	68,800	.36
81	SPRINGFIELD-DECATUR-CHAMPAIGN	67,800	.36
82	PORTLAND-POLAND SPRING	67,700	.35
83	PANAMA CITY-PANAMA CITY BEACH	67,400	.35
84	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)	66,700	.35
85	COLUMBIA, SC	66,400	.35
86	JOHNSTOWN-ALTOONA	64,300	.34
87	YOUNGSTOWN	62,400	.33
88	TUCSON	61,000	.32
89	HUNTSVILLE-DECATUR-FLORENCE	60,600	.32
90	WEST PALM BEACH	60,500	.32
91	FT. WAYNE	59,800	.31
92	EVANSVILLE	58,600	.31
93	AUSTIN, TX	57,200	.30
94	SPRINGFIELD, MO	56,900	.30
95	BURLINGTON-PLATTSBURGH	55,800	.29
96	AUGUSTA	54,200	.29
97	GREENVILLE-NEW BERN-WASHINGTON	53,000	.28
98	LAFAYETTE, LA	52,800	.28
99	CHARLESTON, SC	52,600	.28
100	LANSING	52,400	.28
101	SIOUX FALLS-MITCHELL	52,200	.27
102	SAVANNAH	51,100	.27
103	LINCOLN-HASTINGS-KEARNEY	51,000	.27
104	CORPUS CHRISTI	49,300	.25
104	MONROE-EL DORADO	49,300	.26
106	WACO-TEMPLE	48,900	.26
107	PEORIA	47,900	.25
108	SPRINGFIELD, MA	47,700	.25
109	COLUMBUS, GA	46,900	.25
110	COLORADO SPRINGS-PUEBLO	46,200	.24
111	FARGO	46,000	.24
111	MONTGOMERY	46,000	.24
113	ROCKFORD	45,800	.24
114	LAS VEGAS	44,600	.23
115	AMARILLO	42,900	.23
116	TALLAHASSEE	41,900	.22
117	BEAUMONT-PORT ARTHUR	41,200	.22
118	SALINAS-MONTEREY	40,900	.21
119	YAKIMA	40,700	.21
120	COLUMBUS-TUPELO	40,600	.21
121	LUBBOCK	39,900	.21
122	WACO-TEMPLE	39,500	.21
123	WHEELING-STEUBENVILLE	38,300	.20
124	DULUTH-SUPERIOR	38,000	.20
124	MACON	38,000	.20
126	WAUSAU-RHINELANDER	37,400	.20
127	ALBANY, GA	36,800	.19
128	BATSE	36,700	.19
129	LA CROSSE-EAU CLAIRE	36,700	.19
130	FLORENCE, SC	36,600	.19
131	BLUEFIELD-BECKLEY-OAK HILL	36,000	.19
132	TRAVERSE CITY-CADILLAC	35,700	.19
133	JOPLIN-PITTSBURG	33,600	.18
134	WICHITA FALLS-LAWTON	33,100	.18
135	ODESSA-MIDLAND	34,800	.18
136	EUGENE	34,400	.18
137	BINGHAMTON	34,300	.18
137	TERRE HAUTE	34,300	.18
139	MINOT-BISMARCK-DICKINSON	34,200	.18
140	WILMINGTON	34,100	.18
141	TWIN FALLS-POCATELLO	33,600	.17
142	SIOUX CITY	32,700	.17
143	BAKERSFIELD	32,400	.17
144	ERIE	31,800	.17
145	ROCHESTER-MASON CITY-AUSTIN	31,300	.16
146	SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO	31,600	.16
147	RENO	30,500	.16
148	FT. SMITH	29,700	.16
149	COLUMBIA-JEFFERSON CITY	28,900	.15
150	FT. MYERS-NAPLES	28,500	.15
151	CHICO-REDDING	28,400	.15
152	TOPEKA	28,700	.14
153	MANSFIELD	23,900	.14
154	MISSOULA-BUTTE	25,800	.14
155	MEDFORD	25,600	.13
156	QUINCY-HANNIBAL	25,500	.13
157	DOTHAN	25,400	.13
158	TYLER	24,200	.13
159	ABILENE-SWEETWATER	24,000	.13
160	RAPID CITY	23,900	.13
161	LAUREL-HATTIESBURG	23,200	.12
162	ALEXANDRIA, LA	23,100	.12
163	UTICA	22,500	.12
164	GREENWOOD-GREENVILLE	22,400	.12
165	CLARKSBURG-WESTON	21,600	.11
166	MERIDIAN	20,400	.11
167	LAKE CHARLES	20,100	.11
168	WATERTOWN-CARTHAGE	20,000	.11
169	ELMIRA	19,600	.10
170	EL CENTRO-YUMA	18,800	.10
171	BILLINGS-HARDIN	17,900	.09
172	SALISBURY	16,600	.09
173	BILOXI-GULFPORT-PASCAGOULA	15,400	.08
174	PANAMA CITY	15,300	.08
175	ARDMORE-ADA	15,100	.08
176	GREAT FALLS	14,800	.08
177	CASPER-RIVERTON	14,600	.08
177	JONESBORO	14,600	.08
179	GAINESVILLE	14,300	.08
179	ROSWELL	14,300	.08
181	LAREDO	14,200	.07
182	ALEXANDRIA, MN	14,100	.07
183	JACKSON, TN	12,900	.07
184	GRAND JUNCTION	12,600	.07
185	MARQUETTE	12,400	.07
185	PALM SPRINGS	12,400	.07
187	TUSCALOOSA	11,700	.06
188	BOWLING GREEN	11,600	.06
189	CHEYENNE	11,200	.06
190	ANNISTON	10,300	.06
190	EUREKA	10,300	.06
192	LIMA	9,900	.05
193	ST. JOSEPH	9,500	.05
194	LAFAYETTE, IN	9,200	.05
195	PARKERSBURG	8,900	.05
196	SAN ANGELO	8,200	.04
197	HARRISONBURG	8,100	.04
198	PRESQUE ISLE	7,800	.04
198	GAINESVILLE	7,400	.04
200	VICTORIA	6,900	.04
201	TWIN FALLS	6,800	.04
202	MANKATO	6,300	.03
203	RENO	5,500	.03
204	SELMA	5,200	.03
205	OTTUMWA-KIRKSVILLE	4,800	.03
206	NORTH PLATTE	4,100	.02
207	HELENA	3,900	.02
208	ALPENA	3,400	.02
209	GLENDIVE	1,900	.01

TOTAL AND TELEVISION HOUSEHOLDS

Total and Television Households by State and County

Total and Television Households by Census Region and State

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

ALABAMA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
AUTAUGA	11,400	11,200	98	B	5	MONTGOMERY
BALDWIN	30,200	29,900	99	B	5	MOBILE-PENSACOLA
BARBOUR	8,500	8,300	99	D	5	COLUMBUS, GA
BIBB	5,700	5,600	98	D	5	BIRMINGHAM
BLOUNT	13,900	13,700	99	C	5	BIRMINGHAM
BULLOCK	3,500	3,400	98	D	5	MONTGOMERY
BUTLER	7,500	7,400	98	D	5	MONTGOMERY
CALHOUN	42,700	42,300	99	C	5	ANNISTON
CHAMBERS	14,100	13,900	99	C	5	COLUMBUS, GA
CHEROKEE	6,700	6,600	99	D	5	ATLANTA
CHILTON	11,600	11,400	99	D	5	BIRMINGHAM
CHOCTAW	5,500	5,400	98	D	5	MERIDIAN
CLARKE	9,100	8,900	98	D	5	MOBILE-PENSACOLA
CLAY	4,800	4,700	99	D	5	BIRMINGHAM
CLEBURNE	4,900	4,800	98	D	5	ATLANTA
COFFEE	14,100	13,900	99	C	5	DOTHAN
COLBERT	20,400	20,100	99	C	5	HUNTSVILLE-DECATUR-FLORENCE
CONECUH	5,500	5,400	98	D	5	MOBILE-PENSACOLA
COOSA	4,300	4,200	98	D	5	BIRMINGHAM
COVINGTON	14,400	14,200	99	C	5	MONTGOMERY
CRENSHAW	5,200	5,100	98	D	5	MONTGOMERY
CULLMAN	23,200	23,000	99	C	5	BIRMINGHAM
DALE	15,000	14,800	99	C	5	DOTHAN
DALLAS	17,600	17,300	98	C	5	SELMA
DE KALB	21,100	20,900	99	C	5	HUNTSVILLE-DECATUR-FLORENCE
ELMORE	15,500	15,300	99	B	5	MONTGOMERY
ESCAMBIA	12,900	12,700	98	C	5	MOBILE-PENSACOLA
ETOWAH	38,100	37,800	99	C	5	BIRMINGHAM
FAYETTE	7,100	7,000	99	D	5	BIRMINGHAM
FRANKLIN	10,900	10,600	98	D	5	HUNTSVILLE-DECATUR-FLORENCE
GENEVA	8,700	8,600	99	D	5	DOTHAN
GREENE	3,600	3,500	97	D	5	BIRMINGHAM
HALE	5,000	4,900	97	D	5	BIRMINGHAM
HENRY	5,500	5,400	98	D	5	DOTHAN
HOUSTON	29,000	28,700	99	C	5	DOTHAN
JACKSON	18,900	18,700	99	C	5	CHATTANOOGA
JEFFERSON	253,800	252,100	99	A	5	BIRMINGHAM
LAMAR	6,100	6,000	98	D	5	COLUMBUS-TUPELO
LAUDERDALE	30,500	30,000	98	C	5	HUNTSVILLE-DECATUR-FLORENCE
LAWRENCE	10,300	10,100	98	D	5	HUNTSVILLE-DECATUR-FLORENCE
LEE	29,800	29,400	99	C	5	COLUMBUS, GA
LIMESTONE	15,900	15,600	98	C	5	HUNTSVILLE-DECATUR-FLORENCE
LOWNDES	3,800	3,700	97	D	5	MONTGOMERY
MACON	8,400	8,200	98	D	5	MONTGOMERY
MADISON	71,900	71,000	99	B	5	HUNTSVILLE-DECATUR-FLORENCE
MARENGO	8,500	8,300	98	D	5	MERIDIAN
MARION	11,400	11,300	99	D	5	BIRMINGHAM
MARSHALL	25,300	25,000	99	C	5	HUNTSVILLE-DECATUR-FLORENCE
MOBILE	133,230	132,300	99	B	5	MOBILE-PENSACOLA
MONROE	7,600	7,400	98	D	5	MOBILE-PENSACOLA
MONTGOMERY	74,400	73,600	99	B	5	MONTGOMERY
MORGAN	33,400	33,000	99	C	5	HUNTSVILLE-DECATUR-FLORENCE
PERRY	4,600	4,500	97	D	5	BIRMINGHAM
PICKENS	7,100	6,900	98	D	5	COLUMBUS-TUPELO
PIKE	9,900	9,700	98	D	5	MONTGOMERY
RANDOLPH	7,100	7,000	98	D	5	COLUMBUS, GA
RUSSELL	16,900	16,700	99	B	5	COLUMBUS, GA
SHELBY	25,900	25,300	99	B	5	BIRMINGHAM
ST CLAIR	15,500	15,300	99	B	5	BIRMINGHAM
SUMTER	5,500	5,400	98	D	5	MERIDIAN
TALLADEGA	25,500	25,200	99	C	5	BIRMINGHAM
TALLAPOOSA	14,000	13,800	99	C	5	MONTGOMERY
TUSCALOOSA	50,400	49,800	99	C	5	TUSCALOOSA
WALKER	25,000	24,800	99	A	5	BIRMINGHAM
WASHINGTON	5,700	5,600	98	D	5	MOBILE-PENSACOLA
WILCOX	4,500	4,400	97	D	5	MONTGOMERY
WINSTON	8,300	8,200	99	D	5	BIRMINGHAM
STATE TOTAL	1,425,600	1,409,200	99			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

ARIZONA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
APACHE NORTH	11,630	10,400	89	C	8	ALBUQUERQUE
APACHE SOUTH	3,100	2,700	89	D	8	TUCSON
COCHISE	31,800	30,600	96	C	8	TUCSON
COCONINO	26,000	24,100	93	C	8	PHOENIX (FLAGSTAFF)
GILA	14,200	13,600	96	C	8	PHOENIX (FLAGSTAFF)
GRAHAM	7,300	6,900	95	D	8	TUCSON
GREENLEE	3,800	3,700	97	D	8	PHOENIX (FLAGSTAFF)
LA PAZ	5,400	5,200	96	D	8	EL CENTRO-YUMA
MARICOPA	638,700	625,900	98	A	8	PHOENIX (FLAGSTAFF)
MOHAVE	26,900	25,500	95	C	8	PHOENIX (FLAGSTAFF)
NAVAJO	21,000	19,200	91	C	8	PHOENIX (FLAGSTAFF)
PIMA	227,000	222,400	98	B	8	TUCSON
PINAL	31,700	30,600	97	C	8	PHOENIX (FLAGSTAFF)
SANTA CRUZ	7,100	6,900	97	D	8	TUCSON
YAVAPAI	32,400	30,800	95	C	8	PHOENIX (FLAGSTAFF)
YUMA	29,600	28,000	94	C	8	EL CENTRO-YUMA
STATE TOTAL	1,117,900	1,086,500	97			

ARKANSAS

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ARKANSAS	8,900	8,800	99	D	7	LITTLE ROCK
ASHLEY	9,200	9,000	98	D	7	MONROE-EL DORADO
BAXTER	12,600	12,300	98	D	7	SPRINGFIELD, MO
BENTON	32,900	32,100	98	C	7	JOPLIN-PITTSBURG
BOONE	10,700	10,500	98	D	7	SPRINGFIELD, MO
BRADLEY	5,200	5,100	98	D	7	LITTLE ROCK
CALHOUN	2,200	2,200	98	D	7	LITTLE ROCK
CARROLL	7,000	6,900	98	D	7	SPRINGFIELD, MO
CHICOT	5,900	5,700	97	D	7	MONROE-EL DORADO
CLARK	8,100	7,900	98	D	7	LITTLE ROCK
CLAY	8,000	7,800	98	D	7	JONESBORO
CLEBURNE	7,100	7,000	98	D	7	LITTLE ROCK
CLEVELAND	2,900	2,800	97	D	7	LITTLE ROCK
COLUMBIA	9,600	9,400	98	D	7	SHREVEPORT-TEXARKANA
CONWAY	7,000	6,900	98	D	7	LITTLE ROCK
CRAIGHEAD	23,300	23,000	99	C	7	JONESBORO
CRAWFORD	13,900	13,600	98	B	7	FT. SMITH
CRITTENDEN	16,900	16,100	98	B	7	MEMPHIS
CROSS	6,600	6,500	98	D	7	MEMPHIS
DALLAS	3,900	3,800	98	D	7	LITTLE ROCK
DESHA	6,600	6,400	95	D	7	LITTLE ROCK
DREW	6,300	6,100	97	D	7	LITTLE ROCK
FAULKNER	17,400	17,100	98	C	7	LITTLE ROCK
FRANKLIN	5,700	5,600	98	D	7	FT. SMITH
FULTON	4,300	4,100	96	D	7	SPRINGFIELD, MO
GARLAND	30,900	30,000	98	C	7	LITTLE ROCK
GRANT	4,700	4,600	98	D	7	LITTLE ROCK
GREENE	11,900	11,700	98	D	7	JONESBORO
HEMPSTEAD	8,700	8,500	98	D	7	SHREVEPORT-TEXARKANA
HOT SPRING	10,200	10,000	98	D	7	LITTLE ROCK

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

ARKANSAS (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
HOWARD	5,030	4,900	98	D	7	SHREVEPORT-TEXARKANA
INDEPENDENCE	11,800	11,600	98	D	7	LITTLE ROCK
IZARD	4,730	4,500	96	D	7	LITTLE ROCK
JACKSON	8,000	7,800	98	D	7	LITTLE ROCK
JEFFERSON	31,100	30,600	98	B	7	LITTLE ROCK
JOHNSON	6,800	6,600	97	D	7	LITTLE ROCK
LAFAYETTE	3,730	3,600	98	D	7	SHREVEPORT-TEXARKANA
LAWRENCE	7,100	6,900	98	D	7	JONESBORO
LEE	4,730	4,500	97	D	7	MEMPHIS
LINCOLN	3,830	3,700	97	D	7	LITTLE ROCK
LITTLE RIVER	4,930	4,800	97	B	7	SHREVEPORT-TEXARKANA
LOGAN	7,130	6,900	98	D	7	LITTLE ROCK
LONOKE	12,400	12,200	99	C	7	LITTLE ROCK
MADISON	4,400	4,200	96	D	7	FT. SMITH
MARION	4,800	4,700	98	D	7	SPRINGFIELD, MO
MILLER	14,130	13,900	98	B	7	SHREVEPORT-TEXARKANA
MISSISSIPPI	19,700	19,400	98	C	7	MEMPHIS
MONROE	4,800	4,600	97	D	7	LITTLE ROCK
MONTGOMERY	3,130	3,000	97	D	7	LITTLE ROCK
NEVADA	3,930	3,800	97	D	7	LITTLE ROCK
NEWTON	2,900	2,800	96	D	7	SPRINGFIELD, MO
OUACHITA	11,700	11,000	98	B	7	LITTLE ROCK
PERRY	2,630	2,600	99	D	7	LITTLE ROCK
PHILLIPS	16,730	16,400	97	B	7	MEMPHIS
PIKE	4,000	3,900	98	D	7	LITTLE ROCK
POINSETT	9,600	9,500	98	D	7	MEMPHIS
POLK	6,300	6,100	97	D	7	LITTLE ROCK
POPE	15,400	15,100	98	C	7	LITTLE ROCK
PRAIRIE	3,800	3,700	98	D	7	LITTLE ROCK
PULASKI	131,700	130,400	99	A	7	LITTLE ROCK
RANDOLPH	6,530	6,300	97	D	7	JONESBORO
SALINE	19,630	19,400	99	B	7	LITTLE ROCK
SCOTT	3,930	3,800	97	D	7	FT. SMITH
SEARCY	3,400	3,300	97	D	7	LITTLE ROCK
SEBASTIAN	38,330	37,900	99	B	7	FT. SMITH
SEVIER	5,930	5,400	98	D	7	SHREVEPORT-TEXARKANA
SHARP	6,430	6,100	96	D	7	JONESBORO
ST FRANCIS	9,700	9,500	98	D	7	MEMPHIS
STONE	3,630	3,500	97	D	7	LITTLE ROCK
UNION	18,100	17,800	98	B	7	MONROE-EL DORADO
VAN BUREN	5,630	5,500	98	D	7	LITTLE ROCK
WASHINGTON	39,230	38,300	98	C	7	FT. SMITH
WHITE	18,930	18,200	98	C	7	LITTLE ROCK
WOODRUFF	3,930	3,800	97	D	7	LITTLE ROCK
YELL	6,630	6,500	98	D	7	LITTLE ROCK
STATE TOTAL	860,630	844,500	98			

CALIFORNIA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ALAMEDA	449,030	435,400	97	A	9	SAN FRANCISCO
ALPINE	430	300	97	D	9	RENO
AMADOR	9,230	8,800	95	D	9	SACRAMENTO-STOCKTON
BUTTE	65,700	62,700	95	B	9	CHICO-REDDING
CALAVERAS	9,730	9,300	95	D	9	SACRAMENTO-STOCKTON
COLUSA	4,930	4,700	95	D	9	SACRAMENTO-STOCKTON
CONTRA COSTA EAST	28,930	28,300	98	C	9	SACRAMENTO-STOCKTON
CONTRA COSTA WEST	242,530	237,200	98	A	9	SAN FRANCISCO
DEL NORTE	7,700	7,200	94	D	9	EUREKA
EL DORADO EAST	13,000	12,600	96	D	9	RENO
EL DORADO WEST	28,030	26,900	96	C	9	SACRAMENTO-STOCKTON
FRESNO	198,030	190,700	96	B	9	FRESNO
GLENN	8,530	8,200	96	B	9	CHICO-REDDING
HUMBOLDT	44,430	42,600	96	C	9	EUREKA
IMPERIAL	31,430	29,300	93	C	9	EL CENTRO-YUMA

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

CALIFORNIA (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
INYO	7,900	7,100	90	D	9	LOS ANGELES
KERN EAST	23,900	23,100	97	C	9	LOS ANGELES
KERN WEST	134,900	130,200	97	B	9	BAKERSFIELD
KINGS	29,200	24,000	95	C	9	FRESNO
LAKE	18,900	17,200	93	C	9	SAN FRANCISCO
LASSEN	8,400	7,900	94	D	9	RENO
LOS ANGELES	2,833,300	2,757,300	97	A	9	LOS ANGELES
MADERA	24,900	23,800	96	C	9	FRESNO
MARIN	94,800	91,900	97	A	9	SAN FRANCISCO
MARIPOSA	5,100	4,700	93	D	9	FRESNO
MENDOCINO	28,400	26,300	93	C	9	SAN FRANCISCO
MERCED	50,400	48,500	96	C	9	FRESNO
MODOC	3,600	3,300	93	D	9	CHICO-REDDING
MONO	4,700	4,100	87	D	9	RENO
MONTEREY	105,400	101,900	96	B	9	SALINAS-MONTEREY
NAPA	40,900	39,400	97	C	9	SAN FRANCISCO
NEVADA	25,200	23,800	95	C	9	SACRAMENTO-STOCKTON
ORANGE	789,200	775,400	98	A	9	LOS ANGELES
PLACER EAST	3,600	3,500	96	D	9	RENO
PLACER WEST	47,600	45,800	96	A	9	SACRAMENTO-STOCKTON
PLUMAS	8,000	7,500	94	D	9	SACRAMENTO-STOCKTON
RIVERSIDE EAST	6,900	6,600	96	D	9	PHOENIX (FLAGSTAFF)
RIVERSIDE WEST	221,900	213,300	96	B	9	LOS ANGELES
RIVERSIDE CENTRAL	53,500	51,500	96	C	9	PALM SPRINGS
SACRAMENTO	343,900	334,700	97	A	9	SACRAMENTO-STOCKTON
SAN BENITO	9,000	8,600	95	D	9	SALINAS-MONTEREY
SAN BERNARDINO	357,900	346,600	97	A	9	LOS ANGELES
SAN DIEGO	735,900	735,000	97	A	9	SAN DIEGO
SAN FRANCISCO	296,900	278,900	94	A	9	SAN FRANCISCO
SAN JOAQUIN	139,800	134,000	96	A	9	SACRAMENTO-STOCKTON
SAN LUIS OBISPO	67,700	64,800	96	B	9	SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO
SAN MATEO	239,500	235,100	98	A	9	SAN FRANCISCO
SANTA BARBARA NORTH	49,200	47,400	96	C	9	SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO
SANTA BARBARA SOUTH	68,600	65,900	96	B	9	SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO
SANTA CLARA EAST	9,200	9,000	97	D	9	SAN FRANCISCO
SANTA CLARA WEST	502,200	489,100	97	B	9	SAN FRANCISCO
SANTA CRUZ	82,200	78,800	96	B	9	SALINAS-MONTEREY
SHASTA	51,400	49,800	97	B	9	CHICO-REDDING
SIERRA	1,600	1,500	93	D	9	SACRAMENTO-STOCKTON
SISKIYOU	16,900	15,700	93	C	9	MEDFORD
SOLANO EAST	56,900	55,200	98	C	9	SACRAMENTO-STOCKTON
SOLANO WEST	38,900	38,000	98	C	9	SAN FRANCISCO
SONOMA	134,100	128,400	96	B	9	SAN FRANCISCO
STANISLAUS	109,200	104,200	95	B	9	SACRAMENTO-STOCKTON
SUTTER	21,200	20,600	97	C	9	SACRAMENTO-STOCKTON
TEHAMA	16,900	16,300	97	B	9	CHICO-REDDING
TRINITY	5,300	4,900	93	D	9	CHICO-REDDING
TULARE	91,400	87,700	96	B	9	FRESNO
TUOLUMNE	15,300	14,500	95	C	9	SACRAMENTO-STOCKTON
VENTURA	200,000	195,200	98	B	9	LOS ANGELES
YOLO	46,100	44,400	96	A	9	SACRAMENTO-STOCKTON
YUBA	19,000	18,400	97	C	9	SACRAMENTO-STOCKTON
STATE TOTAL	9,450,200	9,162,600	97			

COLORADO

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	96,400	95,700	99	A	8	DENVER
ALAMOSA	4,300	4,100	95	D	8	DENVER
ARAPAHOE	135,000	133,500	99	A	8	DENVER
ARCHULETA	1,600	1,500	93	D	8	ALBUQUERQUE
BACA	1,900	1,700	90	D	8	COLORADO SPRINGS-PUEBLO
BENT	2,000	1,900	97	D	8	COLORADO SPRINGS-PUEBLO
BOULDER	79,600	77,600	98	A	8	DENVER
CHAFFEE	9,300	5,100	96	D	8	DENVER
CHEYENNE	900	800	94	D	8	COLORADO SPRINGS-PUEBLO
CLEAR CREEK	3,300	3,200	97	D	8	DENVER

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

COLORADO (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
CONEJOS	2,400	2,300	95	D	8	ALBUQUERQUE
COSTILLA	1,000	900	90	D	8	ALBUQUERQUE
CROWLEY	1,130	1,100	98	D	8	COLORADO SPRINGS-PUEBLO
CUSTER	600	600	94	D	8	COLORADO SPRINGS-PUEBLO
DELTA	9,000	8,600	96	D	8	GRAND JUNCTION
DENVER	218,900	214,400	98	A	8	DENVER
DOLORES	630	500	80	D	8	SALT LAKE CITY
DOUGLAS	9,800	9,700	99	A	8	DENVER
EAGLE	6,400	6,000	94	D	8	DENVER
EL PASO	120,930	118,700	99	A	8	COLORADO SPRINGS-PUEBLO
ELBERT	2,930	2,800	96	D	8	DENVER
FREMONT	11,400	11,000	96	D	8	COLORADO SPRINGS-PUEBLO
GARFIELD	10,000	9,500	95	D	8	DENVER
GILPIN	1,330	1,300	97	A	8	DENVER
GRAND	3,500	3,300	94	D	8	DENVER
GUNNISON	4,300	4,000	94	D	8	DENVER
HINSDALE	200	200	99	D	8	DENVER
HUERFANO	2,400	2,300	95	D	8	COLORADO SPRINGS-PUEBLO
JACKSON	700	700	96	D	8	DENVER
JEFFERSON	154,430	153,100	99	A	8	DENVER
KIOWA	700	700	94	D	8	COLORADO SPRINGS-PUEBLO
KIT CARSON	3,030	2,800	94	D	8	DENVER
LA PLATA	11,100	10,600	95	D	8	ALBUQUERQUE
LAKE	3,000	2,900	96	D	8	DENVER
LARIMER	63,600	62,200	98	B	8	DENVER
LAS ANIMAS	5,500	5,200	94	D	8	COLORADO SPRINGS-PUEBLO
LINCOLN	1,800	1,700	97	D	8	DENVER
LOGAN	7,730	7,400	97	D	8	DENVER
MESA	34,600	33,700	97	C	8	GRAND JUNCTION
MINERAL	300	300	91	D	8	ALBUQUERQUE
MOFFAT	5,730	5,300	94	D	8	DENVER
MONTEZUMA	6,200	5,900	96	D	8	ALBUQUERQUE
MONTROSE	9,830	9,400	96	D	8	GRAND JUNCTION
MORGAN	8,530	8,400	98	D	8	DENVER
OTERO	8,033	7,900	97	D	8	COLORADO SPRINGS-PUEBLO
OURAY	730	700	93	D	8	GRAND JUNCTION
PARK	2,600	2,500	96	D	8	DENVER
PHILLIPS	1,800	1,800	98	D	8	DENVER
PITKIN	5,100	4,700	91	D	8	DENVER
PROWERS	5,000	4,700	94	D	8	DENVER
PUEBLO	47,300	46,600	99	B	8	COLORADO SPRINGS-PUEBLO
RIO BLANCO	2,600	2,500	96	D	8	DENVER
RIO GRANDE	3,630	3,400	95	D	8	ALBUQUERQUE
ROUTT	6,100	5,700	93	D	8	DENVER
SAGUACHE	1,400	1,300	94	D	8	COLORADO SPRINGS-PUEBLO
SAN JUAN	300	300	96	D	8	GRAND JUNCTION
SAN MIGUEL	1,430	1,300	93	D	8	GRAND JUNCTION
SEDGWICK	1,430	1,400	97	D	8	DENVER
SUMMIT	4,430	4,200	96	D	8	DENVER
TELLER	3,730	3,500	98	D	8	DENVER
WASHINGTON	1,930	1,800	96	D	8	DENVER
WELD	48,200	47,400	98	C	8	DENVER
YUMA	4,000	3,800	96	D	8	DENVER
STATE TOTAL	1,202,500	1,178,100	98			

CONNECTICUT

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
FAIRFIELD	294,000	290,300	99	A	1	NEW YORK
HARTFORD	301,200	296,200	98	A	1	HARTFORD-NEW HAVEN
LITCHFIELD	59,630	58,500	98	B	1	HARTFORD-NEW HAVEN
MIDDLESEX	50,000	49,000	98	C	1	HARTFORD-NEW HAVEN
NEW HAVEN	285,400	281,300	99	A	1	HARTFORD-NEW HAVEN
NEW LONDON	85,400	83,500	98	B	1	HARTFORD-NEW HAVEN
TOLLAND	38,930	38,000	98	C	1	HARTFORD-NEW HAVEN
WINDHAM	34,400	33,700	98	C	1	PROVIDENCE-NEW BEDFORD
STATE TOTAL	1,148,900	1,130,500	98			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

DELAWARE

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
KENT	35,700	35,400	99	C	3	PHILADELPHIA
NEW CASTLE	143,900	142,900	99	B	3	PHILADELPHIA
SUSSEX	38,300	37,800	99	C	3	SALISBURY
STATE TOTAL	217,900	216,100	99			

DISTRICT OF COLUMBIA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
DIST OF COLUMBIA	245,900	243,100	99	A	3	WASHINGTON, DC
STATE TOTAL	245,900	243,100	99			

FLORIDA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ALACHUA	62,900	61,600	98	B	3	GAINESVILLE
BAKER	5,000	4,900	98	B	3	JACKSONVILLE
BAY	39,400	39,000	99	C	3	PANAMA CITY
BRADFORD	7,100	7,000	98	D	3	JACKSONVILLE
BREVARD	114,300	113,100	99	B	3	ORLANDO-DAYTONA BEACH-MELBOURNE
BROWARD	485,900	482,800	99	A	3	MIAMI
CALHOUN	3,500	3,400	97	D	3	PANAMA CITY
CHARLOTTE	31,100	30,600	98	C	3	FT. MYERS-NAPLES
CITRUS	29,200	28,600	98	C	3	TAMPA-ST. PETERSBURG (SARASOTA)
CLAY	27,300	26,900	99	B	3	JACKSONVILLE
COLLIER	43,700	42,700	98	C	3	FT. MYERS-NAPLES
COLUMBIA	13,900	13,600	98	C	3	JACKSONVILLE
DADE	656,800	650,700	99	A	3	MIAMI
DE SOTO	7,300	7,200	98	D	3	TAMPA-ST. PETERSBURG (SARASOTA)
DIXIE	3,000	2,900	96	D	3	GAINESVILLE
DUVAL	221,900	219,900	99	A	3	JACKSONVILLE
ESCAMBIA	87,900	87,100	99	B	3	MOBILE-PENSACOLA
FLAGLER	5,900	5,700	98	D	3	ORLANDO-DAYTONA BEACH-MELBOURNE
FRANKLIN	2,900	2,800	97	D	3	PANAMA CITY
GADSDEN	13,100	12,800	98	C	3	TALLAHASSEE
GILCHRIST	2,400	2,400	98	D	3	GAINESVILLE
GLADES	2,600	2,500	97	D	3	FT. MYERS-NAPLES
GULF	3,900	3,700	98	D	3	PANAMA CITY
HAMILTON	3,100	3,000	97	D	3	TALLAHASSEE
HARDEE	6,700	6,600	99	D	3	TAMPA-ST. PETERSBURG (SARASOTA)
HENDRY	7,200	7,000	97	D	3	FT. MYERS-NAPLES
HERNANDO	22,900	22,500	98	C	3	TAMPA-ST. PETERSBURG (SARASOTA)
HIGHLANDS	21,700	21,300	98	C	3	TAMPA-ST. PETERSBURG (SARASOTA)
HILLSBOROUGH	268,900	265,200	99	A	3	TAMPA-ST. PETERSBURG (SARASOTA)
HOLMES	5,900	5,700	97	D	3	DOTHAN
INDIAN RIVER	28,200	27,700	98	C	3	WEST PALM BEACH
JACKSON	14,000	13,600	97	C	3	DOTHAN
JEFFERSON	3,700	3,600	97	D	3	TALLAHASSEE
LAFAYETTE	1,700	1,600	97	D	3	TALLAHASSEE
LAKE	48,300	47,700	99	C	3	ORLANDO-DAYTONA BEACH-MELBOURNE
LEE	101,900	100,500	99	A	3	FT. MYERS-NAPLES
LEON	62,400	61,500	98	B	3	TALLAHASSEE
LEVY	8,300	8,000	97	D	3	GAINESVILLE
LIBERTY	1,500	1,500	97	D	3	PANAMA CITY
MADISON	4,900	4,700	97	D	3	TALLAHASSEE
MANATEE	70,200	69,500	99	B	3	TAMPA-ST. PETERSBURG (SARASOTA)
MARION	55,300	54,100	98	C	3	ORLANDO-DAYTONA BEACH-MELBOURNE
MARTIN	32,600	32,200	99	C	3	WEST PALM BEACH
MONROE	29,600	28,800	97	C	3	MIAMI
NASSAU	12,700	12,500	99	B	3	JACKSONVILLE

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

FLORIDA (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
OKALOOSA	41,700	41,300	99	C	3	MOBILE-PENSACOLA
OKEECHOBEE	8,500	8,400	99	D	3	WEST PALM BEACH
ORANGE	195,000	193,300	99	B	3	ORLANDO-DAYTONA BEACH-MELBOURNE
OSCEOLA	23,900	23,400	99	B	3	ORLANDO-DAYTONA BEACH-MELBOURNE
PALM BEACH	284,000	280,300	99	B	3	WEST PALM BEACH
PASCO	100,200	99,000	99	A	3	TAMPA-ST. PETERSBURG (SARASOTA)
PINELLAS	356,300	353,100	99	A	3	TAMPA-ST. PETERSBURG (SARASOTA)
POLK	130,100	128,600	99	B	3	TAMPA-ST. PETERSBURG (SARASOTA)
PUTNAM	20,900	20,600	99	C	3	JACKSONVILLE
SANTA ROSA	21,700	21,500	99	B	3	MOBILE-PENSACOLA
SARASOTA	105,300	104,200	99	B	3	TAMPA-ST. PETERSBURG (SARASOTA)
SEMINOLE	79,200	78,400	99	B	3	ORLANDO-DAYTONA BEACH-MELBOURNE
ST JOHNS	22,400	22,100	99	B	3	JACKSONVILLE
ST LUCIE	40,300	39,700	99	C	3	WEST PALM BEACH
SUMTER	10,000	9,800	98	D	3	ORLANDO-DAYTONA BEACH-MELBOURNE
SUWANNEE	8,700	8,500	97	D	3	JACKSONVILLE
TAYLOR	6,300	6,100	97	D	3	TALLAHASSEE
UNION	2,300	2,300	98	D	3	JACKSONVILLE
VOLUSIA	122,200	120,900	99	B	3	ORLANDO-DAYTONA BEACH-MELBOURNE
WAKULLA	4,500	4,400	98	B	3	TALLAHASSEE
WALTON	9,100	8,900	98	D	3	PANAMA CITY
WASHINGTON	5,900	5,800	98	D	3	PANAMA CITY
STATE TOTAL	4,279,900	4,231,300	99			

GEORGIA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
APPLING	5,500	5,400	97	D	3	SAVANNAH
ATKINSON	2,000	1,900	96	D	3	ALBANY, GA
BACON	3,300	3,200	98	D	3	SAVANNAH
BAKER	1,200	1,200	97	D	3	ALBANY, GA
BALDWIN	10,900	10,700	98	D	3	MACON
BANKS	3,400	3,300	98	D	3	ATLANTA
BARROW	8,100	8,000	99	D	3	ATLANTA
BARTOW	15,000	14,800	99	C	3	ATLANTA
BEN HILL	6,100	5,900	97	D	3	ALBANY, GA
BERRIEN	5,000	4,900	97	D	3	ALBANY, GA
BIBB	94,200	93,600	99	B	3	MACON
BLECKLEY	3,700	3,600	98	D	3	MACON
BRANTLEY	3,500	3,400	98	D	3	JACKSONVILLE
BROOKS	5,300	5,200	98	D	3	TALLAHASSEE
BRYAN	3,800	3,700	98	B	3	SAVANNAH
BULLOCH	12,000	11,800	98	C	3	SAVANNAH
BURKE	6,300	6,100	97	D	3	AUGUSTA
BUTTS	4,300	4,200	98	A	3	ATLANTA
CALHOUN	1,600	1,500	96	D	3	COLUMBUS, GA
CAMDEN	4,700	4,600	99	D	3	JACKSONVILLE
CANDLER	2,700	2,600	98	D	3	SAVANNAH
CARROLL	20,300	20,100	99	C	3	ATLANTA
CATOOSA	13,900	13,800	99	B	3	CHATTANOOGA
CHARLTON	2,500	2,400	98	D	3	JACKSONVILLE
CHATHAM	75,100	74,300	99	B	3	SAVANNAH
CHATTAHOOCHEE	3,300	3,300	99	B	3	COLUMBUS, GA
CHATTOOGA	7,600	7,500	99	D	3	ATLANTA
CHEROKEE	20,000	19,800	99	A	3	ATLANTA
CLARKE	28,100	27,700	99	C	3	ATLANTA
CLAY	1,200	1,200	97	D	3	COLUMBUS, GA
CLAYTON	58,100	57,800	99	A	3	ATLANTA
CLINCH	2,200	2,100	97	D	3	JACKSONVILLE
COBB	126,700	126,100	99	A	3	ATLANTA
COFFEE	9,400	9,200	98	D	3	ALBANY, GA
COLQUITT	12,900	12,700	98	C	3	ALBANY, GA
COLUMBIA	16,300	16,100	99	B	3	AUGUSTA
COOK	4,700	4,600	98	D	3	ALBANY, GA
COWETA	14,600	14,400	98	C	3	ATLANTA
CRAWFORD	2,400	2,300	97	D	3	MACON
CRISP	7,000	6,800	98	D	3	ALBANY, GA

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

GEORGIA (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
DADE	4,200	4,100	99	B	3	CHATTANOOGA
DAWSON	1,900	1,900	98	D	3	ATLANTA
DE KALB	185,700	184,900	99	A	3	ATLANTA
DECATUR	8,900	8,700	98	D	3	TALLAHASSEE
DODGE	6,100	6,000	98	D	3	MACON
DOOLY	3,800	3,700	99	D	3	COLUMBUS, GA
DOUGHERTY	35,000	34,300	99	C	3	ALBANY, GA
DOUGLAS	20,600	20,400	99	A	3	ATLANTA
EARLY	4,700	4,600	97	D	3	DOTHAN
ECHOLS	800	800	97	D	3	TALLAHASSEE
EFFINGHAM	6,800	6,700	98	B	3	SAVANNAH
ELBERT	7,100	7,000	99	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
EMANUEL	7,100	6,900	98	D	3	AUGUSTA
EVANS	3,100	3,100	98	D	3	SAVANNAH
FANNIN	5,700	5,600	98	D	3	CHATTANOOGA
FAYETTE	12,500	12,300	99	A	3	ATLANTA
FLOYD	29,600	29,300	99	C	3	ATLANTA
FORSYTH	11,200	11,100	99	A	3	ATLANTA
FRANKLIN	5,800	5,700	99	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
FULTON	229,000	227,100	99	A	3	ATLANTA
GILMER	4,300	4,200	98	D	3	ATLANTA
GLASCOCK	900	800	98	D	3	AUGUSTA
GLYNN	21,100	20,800	99	C	3	JACKSONVILLE
GORDON	11,100	11,000	99	D	3	ATLANTA
GRADY	6,700	6,600	98	D	3	TALLAHASSEE
GREENE	3,800	3,700	98	D	3	ATLANTA
GWINNETT	71,700	71,100	99	A	3	ATLANTA
HABERSHAM	9,200	9,000	98	D	3	ATLANTA
HALL	28,900	28,600	99	C	3	ATLANTA
HANCOCK	2,900	2,700	96	D	3	AUGUSTA
HARALSON	6,800	6,700	99	D	3	ATLANTA
HARRIS	6,000	5,900	98	D	3	COLUMBUS, GA
HART	6,600	6,500	99	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
HEARD	2,300	2,300	98	D	3	ATLANTA
HENRY	14,000	13,800	98	A	3	ATLANTA
HOUSTON	28,100	27,800	99	B	3	MACON
IRWIN	3,300	3,200	98	D	3	ALBANY, GA
JACKSON	9,300	9,200	99	D	3	ATLANTA
JASPER	2,900	2,800	97	D	3	ATLANTA
JEFF DAVIS	4,300	4,200	98	D	3	SAVANNAH
JEFFERSON	6,400	6,200	98	D	3	AUGUSTA
JENKINS	3,000	2,900	98	D	3	AUGUSTA
JOHNSON	3,100	3,000	98	D	3	MACON
JONES	6,100	6,000	98	B	3	MACON
LAMAR	4,400	4,300	98	D	3	ATLANTA
LANIER	2,000	1,900	97	D	3	ALBANY, GA
LAURENS	13,300	13,000	98	C	3	MACON
LEE	4,400	4,300	98	C	3	ALBANY, GA
LIBERTY	12,200	12,000	98	C	3	SAVANNAH
LINCOLN	2,100	2,100	98	D	3	AUGUSTA
LONG	1,900	1,800	98	D	3	SAVANNAH
LOWNDES	24,400	24,100	98	C	3	TALLAHASSEE
LUMPKIN	3,900	3,800	99	D	3	ATLANTA
MACON	4,900	4,800	97	D	3	COLUMBUS, GA
MADISON	6,600	6,500	99	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
MARION	1,700	1,600	96	D	3	COLUMBUS, GA
MC DUFFIE	6,900	6,800	98	D	3	AUGUSTA
MC INTOSH	2,900	2,800	95	D	3	SAVANNAH
MERIWETHER	7,000	6,900	98	D	3	ATLANTA
MILLER	2,600	2,500	97	D	3	TALLAHASSEE
MITCHELL	6,900	6,700	98	D	3	ALBANY, GA
MONROE	5,200	5,100	98	D	3	ATLANTA
MONTGOMERY	2,300	2,200	96	D	3	SAVANNAH
MORGAN	3,900	3,800	98	D	3	ATLANTA
MURRAY	7,500	7,400	98	D	3	CHATTANOOGA
MUSCOGEE	60,400	59,800	99	B	3	COLUMBUS, GA
NEWTON	12,300	12,100	99	A	3	ATLANTA
OCONEE	5,000	5,000	99	D	3	ATLANTA
OGLETHORPE	3,100	3,000	98	D	3	ATLANTA
PAULDING	10,200	10,100	99	A	3	ATLANTA
PEACH	6,900	6,800	98	D	3	MACON
PICKENS	4,600	4,500	99	D	3	ATLANTA
PIERCE	4,300	4,200	98	D	3	SAVANNAH
PIKE	3,000	2,900	98	D	3	ATLANTA
POLK	11,700	11,600	99	D	3	ATLANTA

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

GEORGIA (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
PULASKI	3,700	3,100	98	B	3	MACON
PUTNAM	3,900	3,700	98	B	3	ATLANTA
QUITMAN	900	800	97	D	3	COLUMBUS, GA
RABUN	4,200	4,100	98	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
RANDOLPH	3,300	3,200	97	D	3	COLUMBUS, GA
RICHMOND	64,400	63,800	99	B	3	AUGUSTA
ROCKDALE	14,100	13,900	99	A	3	ATLANTA
SCHLEY	1,100	1,100	98	D	3	COLUMBUS, GA
SCREVEN	5,200	5,100	97	D	3	AUGUSTA
SEMINOLE	3,200	3,100	98	D	3	TALLAHASSEE
SPALDING	17,400	17,200	99	C	3	ATLANTA
STEPHENS	7,900	7,800	98	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
STEWART	1,900	1,800	96	D	3	COLUMBUS, GA
SUMTER	9,400	9,300	97	D	3	COLUMBUS, GA
TALBOT	2,100	2,000	97	D	3	COLUMBUS, GA
TALIAFERRO	800	800	97	D	3	AUGUSTA
TATTNALL	5,900	5,800	98	D	3	SAVANNAH
TAYLOR	2,700	2,600	98	D	3	COLUMBUS, GA
TELFAIR	4,100	4,000	97	D	3	ALBANY, GA
TERRELL	4,000	3,900	97	D	3	COLUMBUS, GA
THOMAS	13,300	13,100	98	B	3	TALLAHASSEE
TIFT	11,600	11,400	98	D	3	ALBANY, GA
TOOMBS	8,300	8,100	97	D	3	SAVANNAH
TOWNS	2,400	2,400	99	D	3	ATLANTA
TREUTLEN	2,100	2,000	97	D	3	MACON
TROUP	18,500	18,200	98	C	3	ATLANTA
TURNER	3,100	3,000	98	D	3	ALBANY, GA
TWIGGS	3,100	3,000	97	B	3	MACON
UNION	3,800	3,700	98	D	3	ATLANTA
UPSON	9,600	9,500	99	D	3	ATLANTA
WALKER	20,200	20,000	99	B	3	CHATTANOOGA
WALTON	10,900	10,700	99	A	3	ATLANTA
WARE	13,100	12,900	98	C	3	JACKSONVILLE
WARREN	2,100	2,000	97	D	3	AUGUSTA
WASHINGTON	6,400	6,200	97	D	3	AUGUSTA
WAYNE	7,100	7,000	98	D	3	SAVANNAH
WEBSTER	900	800	96	D	3	COLUMBUS, GA
WHEELER	1,800	1,700	97	D	3	SAVANNAH
WHITE	3,900	3,800	98	D	3	ATLANTA
WHITFIELD	24,000	23,800	99	C	3	CHATTANOOGA
WILCOX	2,600	2,500	98	D	3	ALBANY, GA
WILKES	4,000	3,900	97	D	3	AUGUSTA
WILKINSON	3,400	3,300	98	D	3	MACON
WORTH	6,100	6,000	98	D	3	ALBANY, GA
STATE TOTAL	2,031,900	2,005,900	99			

IDAHO

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADA	72,000	70,700	99	A	8	BOISE
ADAMS	1,200	1,100	96	D	8	BOISE
BANNOCK	24,000	23,500	98	B	8	IDAHO FALLS-POCATELLO
BEAR LAKE	2,600	2,500	97	D	8	SALT LAKE CITY
BENEWAH	3,200	3,100	97	D	8	SPOKANE
BINGHAM	11,700	11,500	99	B	8	IDAHO FALLS-POCATELLO
BLAINE	5,000	4,800	96	D	8	IDAHO FALLS-POCATELLO
BOISE	1,500	1,500	97	D	8	BOISE
BONNER	9,700	9,400	97	D	8	SPOKANE
BONNEVILLE	22,400	22,500	99	B	8	IDAHO FALLS-POCATELLO
BOUNDARY	2,600	2,500	96	D	8	SPOKANE
BUTTE	1,100	1,100	99	D	8	IDAHO FALLS-POCATELLO
CAMAS	300	300	99	D	8	BOISE
CANYON	30,900	30,100	98	B	8	BOISE
CARIBOU	3,200	3,100	97	D	8	SALT LAKE CITY
CASSIA	6,300	6,200	98	D	8	IDAHO FALLS-POCATELLO
CLARK	300	300	96	D	8	IDAHO FALLS-POCATELLO
CLEARWATER	3,600	3,500	97	D	8	SPOKANE
CUSTER	1,600	1,500	95	D	8	IDAHO FALLS-POCATELLO
ELMORE	7,300	7,200	98	D	8	BOISE

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

IDAHO (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
FRANKLIN	2,900	2,800	99	D	8	SALT LAKE CITY
FREMONT	3,700	3,600	98	D	8	IDAHO FALLS-POCATELLO
GEM	4,500	4,400	98	D	8	BOISE
GOODING	4,700	4,600	98	D	8	BOISE
IDAHO	5,700	5,400	95	D	8	SPOKANE
JEFFERSON	5,100	5,100	99	D	8	IDAHO FALLS-POCATELLO
JEROME	5,600	5,500	98	D	8	TWIN FALLS
KOOTENAI	24,600	24,200	98	C	8	SPOKANE
LATAH	10,700	10,300	97	D	8	SPOKANE
LEMHI	3,100	2,900	93	D	8	IDAHO FALLS-POCATELLO
LEWIS	1,500	1,500	98	D	8	SPOKANE
LINCOLN	1,200	1,200	98	D	8	TWIN FALLS
MADISON	5,600	5,500	99	D	8	IDAHO FALLS-POCATELLO
MINIDOKA	6,700	6,500	98	D	8	IDAHO FALLS-POCATELLO
NEZ PERCE	12,900	12,600	98	D	8	SPOKANE
ONEIDA	1,100	1,100	98	D	8	SALT LAKE CITY
OWYHEE	2,800	2,700	98	D	8	BOISE
PAYETTE	6,100	6,000	94	D	8	BOISE
POWER	2,600	2,500	96	D	8	IDAHO FALLS-POCATELLO
SHOSHONE	6,600	6,400	98	D	8	SPOKANE
TETON	900	900	99	D	8	IDAHO FALLS-POCATELLO
TWIN FALLS	19,900	19,500	98	C	8	TWIN FALLS
VALLEY	2,300	2,200	96	D	8	BOISE
WASHINGTON	3,200	3,100	97	D	8	BOISE
STATE TOTAL	354,800	346,900	98			

ILLINOIS

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	26,900	26,500	98	C	4	QUINCY-HANNIBAL
ALEXANDER	4,800	4,600	96	D	4	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
BOND	6,100	5,900	96	D	4	ST. LOUIS
BOONE	10,400	10,200	98	B	4	ROCKFORD
BROWN	2,100	2,000	97	D	4	QUINCY-HANNIBAL
BUREAU	14,800	14,500	98	C	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
CALHOUN	2,100	2,000	97	D	4	ST. LOUIS
CARROLL	7,000	6,900	98	D	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
CASS	5,600	5,500	97	D	4	QUINCY-HANNIBAL
CHAMPAIGN	60,300	59,000	98	B	4	SPRINGFIELD-DECATUR-CHAMPAIGN
CHRISTIAN	14,000	13,700	98	C	4	SPRINGFIELD-DECATUR-CHAMPAIGN
CLARK	6,600	6,400	97	D	4	TERRE HAUTE
CLAY	8,100	7,800	96	D	4	TERRE HAUTE
CLINTON	11,600	11,400	98	A	4	ST. LOUIS
COLES	21,300	20,900	98	C	4	SPRINGFIELD-DECATUR-CHAMPAIGN
COOK	1,861,000	1,831,500	98	A	4	CHICAGO
CRAWFORD	8,100	7,900	99	D	4	TERRE HAUTE
CUMBERLAND	4,400	4,300	97	D	4	TERRE HAUTE
DE WITT	6,900	6,800	98	D	4	SPRINGFIELD-DECATUR-CHAMPAIGN
DEKALB	25,600	25,200	98	C	4	CHICAGO
DOUGLAS	7,300	7,200	98	D	4	SPRINGFIELD-DECATUR-CHAMPAIGN
DUPAGE	255,000	253,100	99	A	4	CHICAGO
EDGAR	8,400	8,200	98	D	4	TERRE HAUTE
EDWARDS	3,400	3,300	96	D	4	EVANSVILLE
EFFINGHAM	11,700	11,300	96	D	4	SPRINGFIELD-DECATUR-CHAMPAIGN
FAYETTE	8,300	8,000	97	D	4	ST. LOUIS
FORD	5,800	5,700	98	D	4	SPRINGFIELD-DECATUR-CHAMPAIGN
FRANKLIN	17,900	17,400	97	C	4	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
FULTON	16,400	16,000	98	C	4	PEORIA
GALLATIN	2,900	2,800	95	D	4	EVANSVILLE
GREENE	6,100	6,000	98	D	4	ST. LOUIS
GRUNDY	11,400	11,300	99	D	4	CHICAGO
HAMILTON	3,900	3,600	95	D	4	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
HANCOCK	9,100	8,900	98	D	4	QUINCY-HANNIBAL
HARDIN	2,100	2,000	97	D	4	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
HENDERSON	3,400	3,300	97	D	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
HENRY	21,500	21,200	99	B	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
IROQUOIS	12,100	11,900	98	D	4	CHICAGO
JACKSON	24,100	23,300	97	C	4	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
JASPER	4,200	4,100	97	D	4	TERRE HAUTE

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

ILLINOIS (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
JEFFERSON	15,300	14,800	97	C	4	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
JERSEY	7,100	6,900	98	D	4	ST. LOUIS
JO DAVIESS	9,000	8,600	97	D	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
JOHNSON	3,700	3,600	96	D	4	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
KANE	99,200	97,800	99	A	4	CHICAGO
KANKAKEE	37,300	36,700	98	C	4	CHICAGO
KENDALL	14,000	13,900	99	C	4	CHICAGO
KNOX	23,500	23,200	99	C	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
LA SALLE	42,300	41,900	98	C	4	CHICAGO
LAKE	151,600	150,400	99	A	4	CHICAGO
LAWRENCE	6,700	6,500	97	D	4	TERRE HAUTE
LEE	12,800	12,600	98	D	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
LIVINGSTON	14,200	13,800	97	C	4	CHICAGO
LOGAN	11,400	11,200	98	D	4	SPRINGFIELD-DECATUR-CHAMPAIGN
MACON	50,000	49,100	98	B	4	SPRINGFIELD-DECATUR-CHAMPAIGN
MACOUPIN	19,100	18,700	98	C	4	ST. LOUIS
MADISON	89,700	88,500	99	A	4	ST. LOUIS
MARION	17,100	16,700	98	C	4	ST. LOUIS
MARSHALL	5,600	5,500	98	D	4	PEORIA
MASON	7,300	7,200	98	D	4	PEORIA
MASSAC	6,100	5,900	97	D	4	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
MC DONOUGH	13,200	12,900	98	C	4	QUINCY-HANNIBAL
MC LEAN	44,100	43,100	98	C	4	PEORIA
MCHENRY	55,000	54,600	99	A	4	CHICAGO
MENARD	4,600	4,500	97	B	4	SPRINGFIELD-DECATUR-CHAMPAIGN
MERCER	7,100	7,000	99	D	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
MONROE	7,100	7,000	98	A	4	ST. LOUIS
MONTGOMERY	12,000	11,700	98	D	4	ST. LOUIS
MORGAN	14,200	13,800	97	C	4	SPRINGFIELD-DECATUR-CHAMPAIGN
MOULTRIE	5,300	5,100	97	D	4	SPRINGFIELD-DECATUR-CHAMPAIGN
OGLE	17,400	17,100	98	C	4	ROCKFORD
PEORIA	75,300	74,000	98	B	4	PEORIA
PERRY	8,400	8,200	97	D	4	ST. LOUIS
PIATT	6,200	6,100	99	D	4	SPRINGFIELD-DECATUR-CHAMPAIGN
PIKE	7,300	7,100	97	D	4	QUINCY-HANNIBAL
POPE	1,700	1,600	95	D	4	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
PULASKI	3,300	3,200	95	D	4	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
PUTNAM	2,200	2,100	96	D	4	PEORIA
RANDOLPH	12,300	12,000	98	C	4	ST. LOUIS
RICHLAND	7,000	6,800	97	D	4	TERRE HAUTE
ROCK ISLAND	62,100	61,500	99	B	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
SALINE	12,100	11,700	97	D	4	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
SANGAMON	72,200	70,500	98	B	4	SPRINGFIELD-DECATUR-CHAMPAIGN
SCHUYLER	3,200	3,100	98	D	4	QUINCY-HANNIBAL
SCOTT	2,300	2,300	98	D	4	QUINCY-HANNIBAL
SHELBY	8,700	8,500	97	D	4	SPRINGFIELD-DECATUR-CHAMPAIGN
ST CLAIR	90,900	89,300	98	A	4	ST. LOUIS
STARK	2,700	2,700	98	D	4	PEORIA
STEPHENSON	18,900	18,500	98	B	4	ROCKFORD
TAZEWELL	49,100	48,400	99	B	4	PEORIA
UNION	7,300	7,100	98	D	4	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
VERMILION	35,600	34,900	98	B	4	SPRINGFIELD-DECATUR-CHAMPAIGN
WABASH	5,400	5,200	97	D	4	EVANSVILLE
WARREN	8,000	7,900	98	D	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
WASHINGTON	5,900	5,700	97	D	4	ST. LOUIS
WAYNE	7,300	7,000	95	D	4	EVANSVILLE
WHITE	7,100	6,800	95	D	4	EVANSVILLE
WHITESIDE	24,000	23,600	98	C	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
WILL	113,100	111,900	99	A	4	CHICAGO
WILLIAMSON	23,100	22,500	97	C	4	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
WINNEBAGO	92,100	90,800	99	B	4	ROCKFORD
WOODFORD	12,000	11,700	98	B	4	PEORIA
STATE TOTAL	4,150,900	4,082,400	98			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

INDIANA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	10,100	9,900	98	B	4	FT. WAYNE
ALLEN	107,400	105,800	98	B	4	FT. WAYNE
BARTHOLOMEW	24,900	24,100	98	C	4	INDIANAPOLIS
BENTON	3,700	3,600	98	D	4	LAFAYETTE, IN
BLACKFORD	5,600	5,500	98	D	4	INDIANAPOLIS
BOONE	13,600	13,400	99	B	4	INDIANAPOLIS
BROWN	5,100	5,000	98	D	4	INDIANAPOLIS
CARROLL	7,300	7,200	98	D	4	INDIANAPOLIS
CASS	14,700	14,400	98	C	4	INDIANAPOLIS
CLARK	33,000	32,400	98	B	4	LOUISVILLE
CLAY	9,300	9,200	98	B	4	TERRE HAUTE
CLINTON	11,400	11,200	99	D	4	INDIANAPOLIS
CRAWFORD	3,500	3,300	96	D	4	LOUISVILLE
DAVIESS	10,300	10,000	97	D	4	TERRE HAUTE
DE KALB	11,700	11,600	99	B	4	FT. WAYNE
DEARBORN	12,300	12,100	98	A	4	CINCINNATI
DECATUR	8,200	8,000	98	D	4	INDIANAPOLIS
DELAWARE	45,100	44,300	99	C	4	INDIANAPOLIS
DUBOIS	12,400	12,000	97	D	4	EVANSVILLE
ELKHART	50,300	49,200	98	B	4	SOUTH BEND-ELKHART
FAYETTE	10,100	9,900	98	D	4	CINCINNATI
FLOYD	22,600	22,300	99	B	4	LOUISVILLE
FOUNTAIN	6,800	6,700	98	D	4	INDIANAPOLIS
FRANKLIN	6,500	6,300	97	D	4	CINCINNATI
FULTON	7,300	7,200	99	D	4	SOUTH BEND-ELKHART
GIBSON	12,900	12,600	98	B	4	EVANSVILLE
GRANT	27,500	27,000	98	C	4	INDIANAPOLIS
GREENE	12,200	11,900	98	D	4	TERRE HAUTE
HAMILTON	31,200	30,800	99	B	4	INDIANAPOLIS
HANCOCK	15,700	15,500	99	B	4	INDIANAPOLIS
HARRISON	9,900	9,700	98	D	4	LOUISVILLE
HENDRICKS	24,900	24,500	99	B	4	INDIANAPOLIS
HENRY	19,100	18,400	98	C	4	INDIANAPOLIS
HOWARD	32,000	31,500	99	C	4	INDIANAPOLIS
HUNTINGTON	12,800	12,600	99	B	4	FT. WAYNE
JACKSON	13,700	13,500	98	C	4	LOUISVILLE
JASPER	9,200	9,000	98	D	4	CHICAGO
JAY	8,300	8,100	97	D	4	FT. WAYNE
JEFFERSON	11,100	10,900	98	D	4	LOUISVILLE
JENNINGS	7,800	7,600	98	D	4	INDIANAPOLIS
JOHNSON	28,300	28,100	99	B	4	INDIANAPOLIS
KNOX	16,100	15,800	98	C	4	TERRE HAUTE
KOSCIUSKO	22,500	22,000	98	C	4	SOUTH BEND-ELKHART
LA PORTE	38,000	37,600	99	C	4	CHICAGO
LAGRANGE	8,200	7,800	95	D	4	SOUTH BEND-ELKHART
LAKE	176,500	174,100	99	A	4	CHICAGO
LAWRENCE	16,200	15,900	98	C	4	LOUISVILLE
MADISON	50,500	49,900	99	C	4	INDIANAPOLIS
MARION	289,900	285,700	99	A	4	INDIANAPOLIS
MARSHALL	14,500	14,200	98	B	4	SOUTH BEND-ELKHART
MARTIN	3,900	3,700	97	D	4	TERRE HAUTE
MIAMI	13,800	13,500	98	C	4	INDIANAPOLIS
MONROE	36,100	35,300	97	B	4	INDIANAPOLIS
MONTGOMERY	13,100	12,900	99	D	4	INDIANAPOLIS
MORGAN	18,400	18,100	99	B	4	INDIANAPOLIS
NEWTON	5,600	5,500	98	D	4	CHICAGO
NOBLE	12,900	12,600	98	C	4	FT. WAYNE
OHIO	1,900	1,900	99	D	4	CINCINNATI
ORANGE	7,000	6,800	97	D	4	LOUISVILLE
OWEN	6,300	6,200	98	D	4	INDIANAPOLIS
PARKE	6,100	6,000	98	D	4	TERRE HAUTE
PERRY	6,800	6,600	97	D	4	EVANSVILLE
PIKE	5,400	5,200	97	D	4	EVANSVILLE
PORTER	44,200	43,600	99	A	4	CHICAGO
POSEY	9,800	9,500	97	B	4	EVANSVILLE
PULASKI	5,100	4,900	97	D	4	SOUTH BEND-ELKHART
PUTNAM	9,900	9,600	98	D	4	INDIANAPOLIS
RANDOLPH	10,900	10,600	98	D	4	INDIANAPOLIS
RIPLEY	8,300	8,100	97	D	4	CINCINNATI
RUSH	6,700	6,600	99	D	4	INDIANAPOLIS
SCOTT	7,200	7,000	97	D	4	LOUISVILLE
SHELBY	14,200	14,000	99	B	4	INDIANAPOLIS
SPENCER	6,600	6,400	97	D	4	EVANSVILLE
ST JOSEPH	87,900	86,700	99	B	4	SOUTH BEND-ELKHART
STARKE	7,900	7,700	98	D	4	SOUTH BEND-ELKHART

INDIANA (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
STEUBEN	9,600	9,400	98	D	4	FT. WAYNE
SULLIVAN	8,200	8,000	99	B	4	TERRE HAUTE
SWITZERLAND	2,700	2,600	97	D	4	CINCINNATI
TIPPECANOE	42,800	41,700	97	C	4	LAFAYETTE, IN
TIPTON	6,100	6,000	99	D	4	INDIANAPOLIS
UNION	2,400	2,300	97	D	4	CINCINNATI
VANDERBURGH	65,900	64,400	98	B	4	EVANSVILLE
VERMILLION	7,200	7,100	98	B	4	TERRE HAUTE
VIGO	41,000	40,300	98	B	4	TERRE HAUTE
WABASH	12,600	12,300	97	C	4	FT. WAYNE
WARREN	3,100	3,000	97	D	4	INDIANAPOLIS
WARRICK	15,800	15,400	98	B	4	EVANSVILLE
WASHINGTON	8,000	7,700	97	D	4	LOUISVILLE
WAYNE	27,700	27,200	98	C	4	DAYTON
WELLS	9,200	9,000	98	B	4	FT. WAYNE
WHITE	9,500	9,300	98	D	4	INDIANAPOLIS
WHITLEY	9,300	9,200	99	D	4	FT. WAYNE
STATE TOTAL	1,998,500	1,963,800	98			

IOWA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAIR	3,700	3,700	99	D	6	DES MOINES
ADAMS	2,200	2,200	98	D	6	OMAHA
ALLAMAKEE	5,300	5,200	99	D	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
APPANOOSE	6,300	6,200	98	D	6	DES MOINES
AUDUBON	3,200	3,200	99	D	6	OMAHA
BENTON	8,000	8,900	99	B	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
BLACK HAWK	50,000	49,600	99	B	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
BOONE	10,000	9,900	99	D	6	DES MOINES
BREMER	8,900	8,800	99	D	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
BUCHANAN	7,900	7,800	99	B	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
BUENA VISTA	7,900	7,700	99	D	6	SIOUX CITY
BUTLER	6,400	6,300	98	D	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
CALHOUN	4,900	4,800	99	D	6	DES MOINES
CARROLL	8,000	7,900	99	D	6	DES MOINES
CASS	6,800	6,700	99	D	6	OMAHA
CEDAR	7,100	7,000	99	D	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
CERRO GORDO	18,700	18,500	99	C	6	ROCHESTER-MASON CITY-AUSTIN
CHEROKEE	6,100	6,000	99	D	6	SIOUX CITY
CHICKASAW	5,500	5,400	99	D	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
CLARKE	3,400	3,400	99	D	6	DES MOINES
CLAY	7,800	7,700	98	D	6	SIOUX CITY
CLAYTON	7,900	7,800	98	D	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
CLINTON	20,600	20,400	99	C	6	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
CRAWFORD	6,700	6,600	99	D	6	OMAHA
DALLAS	11,500	11,400	99	D	6	DES MOINES
DAVIS	3,300	3,300	99	D	6	OTTUMWA-KIRKSVILLE
DECATUR	3,500	3,400	97	D	6	DES MOINES
DELAWARE	6,300	6,200	99	D	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
DES MOINES	17,800	17,600	99	C	6	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
DICKINSON	6,500	6,400	98	D	6	SIOUX CITY
DUBUQUE	31,400	30,900	98	B	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
EMMET	5,000	4,900	97	D	6	MANKATO
FAYETTE	9,700	9,100	99	D	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
FLOYD	7,000	6,900	99	D	6	ROCHESTER-MASON CITY-AUSTIN
FRANKLIN	5,200	5,200	99	D	6	ROCHESTER-MASON CITY-AUSTIN
FREMONT	3,600	3,600	99	D	6	OMAHA
GREENE	4,700	4,700	99	D	6	DES MOINES
GRUNDY	5,400	5,400	99	D	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
GUTHRIE	4,600	4,500	99	D	6	DES MOINES
HAMILTON	6,800	6,700	99	D	6	DES MOINES
HANCOCK	5,400	5,300	99	D	6	ROCHESTER-MASON CITY-AUSTIN
HARDIN	8,000	7,900	99	D	6	DES MOINES
HARRISON	6,000	5,900	99	D	6	OMAHA
HENRY	7,000	6,900	98	D	6	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
HOWARD	4,300	4,200	98	D	6	ROCHESTER-MASON CITY-AUSTIN

IOWA (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
HUMBOLDT	5,000	4,900	99	D	6	DES MOINES
IDA	3,400	3,400	99	D	6	SIOUX CITY
IOWA	5,800	5,700	99	D	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
JACKSON	8,100	8,000	99	D	6	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
JASPER	14,000	13,900	99	C	6	DES MOINES
JEFFERSON	5,900	5,800	98	D	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
JOHNSON	32,200	31,600	98	C	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
JONES	7,000	6,900	99	D	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
KEOKUK	4,900	4,800	98	D	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
KOSSUTH	7,900	7,800	99	D	6	ROCHESTER-MASON CITY-AUSTIN
LEE	15,900	15,700	99	C	6	QUINCY-HANNIBAL
LINN	64,700	64,200	99	B	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
LOUISA	4,400	4,300	99	D	6	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
LUCAS	4,200	4,100	98	D	6	DES MOINES
LYON	4,500	4,400	98	D	6	SIOUX FALLS-MITCHELL
MADISON	4,600	4,600	99	D	6	DES MOINES
MAHASKA	8,900	8,800	99	D	6	DES MOINES
MARION	10,900	10,700	99	D	6	DES MOINES
MARSHALL	15,800	15,700	99	C	6	DES MOINES
MILLS	4,900	4,900	99	D	6	OMAHA
MITCHELL	4,500	4,400	99	D	6	ROCHESTER-MASON CITY-AUSTIN
MONONA	4,500	4,400	99	D	6	SIOUX CITY
MONROE	3,500	3,500	99	D	6	DES MOINES
MONTGOMERY	5,500	5,400	99	D	6	OMAHA
MUSCATINE	14,900	14,800	99	C	6	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
O BRIEN	6,200	6,100	99	D	6	SIOUX CITY
OSCEOLA	3,100	3,100	99	D	6	SIOUX FALLS-MITCHELL
PAGE	7,400	7,300	99	D	6	OMAHA
PALO ALTO	4,800	4,700	98	D	6	SIOUX CITY
PLYMOUTH	8,900	8,800	99	D	6	SIOUX CITY
POCAHONTAS	4,100	4,000	99	D	6	DES MOINES
POLK	121,000	120,000	99	B	6	DES MOINES
POTTAWATTAMIE	31,500	31,200	99	B	6	OMAHA
POWESHIEK	7,000	6,900	99	D	6	DES MOINES
RINGGOLD	2,400	2,400	99	D	6	DES MOINES
SAC	5,300	5,200	99	D	6	SIOUX CITY
SCOTT	60,400	59,900	99	B	6	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
SHELBY	5,400	5,400	99	D	6	OMAHA
SIOUX	10,400	10,200	98	D	6	SIOUX CITY
STORY	25,000	24,700	99	B	6	DES MOINES
TAMA	6,900	6,800	99	D	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
TAYLOR	3,200	3,100	98	D	6	OMAHA
UNION	5,500	5,400	99	D	6	DES MOINES
VAN BUREN	3,200	3,100	98	D	6	OTTUMWA-KIRKSVILLE
WAPELLO	15,400	15,200	99	C	6	DES MOINES
WARREN	12,700	12,600	99	B	6	DES MOINES
WASHINGTON	7,500	7,400	98	D	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
WAYNE	3,300	3,200	98	D	6	DES MOINES
WEBSTER	16,800	16,600	99	C	6	DES MOINES
WINNEBAGO	5,100	5,000	99	D	6	ROCHESTER-MASON CITY-AUSTIN
WINNESHIEK	7,400	7,300	98	D	6	CEDAR RAPIDS-WATERLOO-DUBUQUE
WOODBURY	37,200	36,900	99	C	6	SIOUX CITY
WORTH	3,500	3,500	99	D	6	ROCHESTER-MASON CITY-AUSTIN
WRIGHT	6,100	6,000	99	D	6	DES MOINES
STATE TOTAL	1,089,200	1,076,800	99			

KANSAS

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ALLEN	6,300	6,200	98	D	6	JOPLIN-PITTSBURG
ANDERSON	3,300	3,200	98	D	6	KANSAS CITY
ATCHISON	6,500	6,400	99	D	6	KANSAS CITY
BARBER	2,600	2,500	98	D	6	WICHITA-HUTCHINSON
BARTON	12,500	12,400	99	D	6	WICHITA-HUTCHINSON
BOURBON	6,900	6,700	98	D	6	JOPLIN-PITTSBURG
BROWN	5,000	4,900	98	D	6	KANSAS CITY
BUTLER	17,500	17,300	99	B	6	WICHITA-HUTCHINSON
CHASE	1,300	1,300	97	D	6	WICHITA-HUTCHINSON
CHAUTAUQUA	2,300	2,300	98	D	6	TULSA

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

KANSAS (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
CHEROKEE	8,800	8,700	99	B	6	JOPLIN-PITTSBURG
CHEYENNE	1,500	1,500	98	D	6	WICHITA-HUTCHINSON
CLARK	1,000	1,000	99	D	6	WICHITA-HUTCHINSON
CLAY	4,000	3,900	97	D	6	TOPEKA
CLOUD	4,800	4,700	97	D	6	LINCOLN-HASTINGS-KEARNEY
COFFEY	3,900	3,800	97	D	6	TOPEKA
COMANCHE	1,000	1,000	97	D	6	WICHITA-HUTCHINSON
COWLEY	14,900	14,600	98	C	6	WICHITA-HUTCHINSON
CRAWFORD	15,700	15,500	99	B	6	JOPLIN-PITTSBURG
DECATUR	1,800	1,800	99	D	6	WICHITA-HUTCHINSON
DICKINSON	8,000	7,900	98	D	6	WICHITA-HUTCHINSON
DONIPHAN	3,400	3,300	96	D	6	KANSAS CITY
DOUGLAS	25,900	25,400	98	C	6	KANSAS CITY
EDWARDS	1,700	1,700	98	D	6	WICHITA-HUTCHINSON
ELK	1,700	1,700	97	D	6	WICHITA-HUTCHINSON
ELLIS	10,100	10,000	99	D	6	WICHITA-HUTCHINSON
ELLSWORTH	2,900	2,800	98	D	6	WICHITA-HUTCHINSON
FINNEY	9,300	9,200	99	D	6	WICHITA-HUTCHINSON
FORD	9,500	9,400	99	D	6	WICHITA-HUTCHINSON
FRANKLIN	8,700	8,600	98	D	6	KANSAS CITY
GEARY	10,400	10,300	99	D	6	KANSAS CITY
GOVE	1,400	1,400	97	D	6	WICHITA-HUTCHINSON
GRAHAM	1,500	1,500	98	D	6	WICHITA-HUTCHINSON
GRANT	2,600	2,600	98	D	6	WICHITA-HUTCHINSON
GRAY	1,800	1,800	98	D	6	WICHITA-HUTCHINSON
GREELEY	700	700	98	D	6	WICHITA-HUTCHINSON
GREENWOOD	3,700	3,600	99	D	6	WICHITA-HUTCHINSON
HAMILTON	1,000	1,000	97	D	6	WICHITA-HUTCHINSON
HARPER	3,300	3,200	98	D	6	WICHITA-HUTCHINSON
HARVEY	11,500	11,300	98	D	6	WICHITA-HUTCHINSON
HASKELL	1,300	1,300	99	D	6	WICHITA-HUTCHINSON
HODGEMAN	900	900	97	D	6	WICHITA-HUTCHINSON
JACKSON	4,500	4,400	98	D	6	TOPEKA
JEFFERSON	5,700	5,600	98	D	6	KANSAS CITY
JEWELL	2,100	2,000	96	D	6	LINCOLN-HASTINGS-KEARNEY
JOHNSON	108,700	108,200	99	A	6	KANSAS CITY
KEARNY	1,200	1,200	99	D	6	WICHITA-HUTCHINSON
KINGMAN	3,400	3,400	99	D	6	WICHITA-HUTCHINSON
KIOWA	1,600	1,500	97	D	6	WICHITA-HUTCHINSON
LABETTE	10,000	9,800	98	D	6	JOPLIN-PITTSBURG
LANE	1,000	1,000	98	D	6	WICHITA-HUTCHINSON
LEAVENWORTH	18,100	17,900	99	C	6	KANSAS CITY
LINCOLN	1,700	1,700	97	D	6	WICHITA-HUTCHINSON
LINN	3,400	3,300	98	D	6	KANSAS CITY
LOGAN	1,400	1,400	97	D	6	WICHITA-HUTCHINSON
LYON	13,900	13,600	98	C	6	TOPEKA
MARION	5,200	5,100	98	D	6	WICHITA-HUTCHINSON
MARSHALL	5,100	5,000	98	D	6	TOPEKA
MC. PHERSON	10,400	10,100	98	D	6	WICHITA-HUTCHINSON
MEADE	1,800	1,800	99	D	6	WICHITA-HUTCHINSON
MIAMI	8,100	8,000	99	D	6	KANSAS CITY
MITCHELL	3,400	3,300	97	D	6	WICHITA-HUTCHINSON
MONTGOMERY	17,300	17,000	98	C	6	TULSA
MORRIS	2,600	2,500	98	D	6	TOPEKA
MORTON	1,200	1,200	98	D	6	AMARILLO
NEMAHA	4,100	4,000	98	D	6	TOPEKA
NEOSHO	7,200	7,100	98	D	6	JOPLIN-PITTSBURG
NESS	1,800	1,800	98	D	6	WICHITA-HUTCHINSON
NORTON	2,700	2,600	98	D	6	WICHITA-HUTCHINSON
OSAGE	6,000	5,900	98	B	6	TOPEKA
OSBORNE	2,400	2,300	97	D	6	WICHITA-HUTCHINSON
OTTAWA	2,300	2,200	97	D	6	WICHITA-HUTCHINSON
PAWNEE	3,200	3,200	98	D	6	WICHITA-HUTCHINSON
PHILLIPS	2,900	2,800	97	D	6	LINCOLN-HASTINGS-KEARNEY
POTTAWATOMIE	6,000	5,900	98	D	6	TOPEKA
PRATT	4,300	4,200	99	D	6	WICHITA-HUTCHINSON
RAWLINS	1,600	1,600	98	D	6	WICHITA-HUTCHINSON
RENO	26,100	25,800	99	B	6	WICHITA-HUTCHINSON
REPUBLIC	3,100	3,000	98	D	6	LINCOLN-HASTINGS-KEARNEY
RICE	4,800	4,700	99	D	6	WICHITA-HUTCHINSON
RILEY	20,800	20,200	98	C	6	TOPEKA
ROOKS	2,700	2,700	99	D	6	WICHITA-HUTCHINSON
RUSH	1,700	1,700	99	D	6	WICHITA-HUTCHINSON
RUSSELL	3,600	3,500	98	D	6	WICHITA-HUTCHINSON
SALINE	19,400	19,100	99	C	6	WICHITA-HUTCHINSON

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

KANSAS (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
SCOTT	2,130	2,100	98	D	6	WICHITA-HUTCHINSON
SEDGWICK	147,700	146,300	99	B	6	WICHITA-HUTCHINSON
SEWARD	6,500	6,400	98	D	6	WICHITA-HUTCHINSON
SHAWNEE	61,700	61,000	99	B	6	TOPEKA
SHERIDAN	1,330	1,300	98	D	6	WICHITA-HUTCHINSON
SHERMAN	3,000	3,000	98	D	6	WICHITA-HUTCHINSON
SMITH	2,400	2,400	98	D	6	LINCOLN-HASTINGS-KEARNEY
STAFFORD	2,400	2,400	98	D	6	WICHITA-HUTCHINSON
STANTON	800	800	97	D	6	WICHITA-HUTCHINSON
STEVENS	1,730	1,600	97	D	6	WICHITA-HUTCHINSON
SUMNER	9,730	9,600	99	D	6	WICHITA-HUTCHINSON
THOMAS	3,130	3,000	97	D	6	WICHITA-HUTCHINSON
TREGO	1,600	1,600	98	D	6	WICHITA-HUTCHINSON
WABAUNSEE	2,530	2,400	98	D	6	TOPEKA
WALLACE	700	700	98	D	6	WICHITA-HUTCHINSON
WASHINGTON	3,330	3,200	97	D	6	LINCOLN-HASTINGS-KEARNEY
WICHITA	1,130	1,100	97	D	6	WICHITA-HUTCHINSON
WILSON	4,830	4,700	97	D	6	JOPLIN-PITTSBURG
WOODSON	1,830	1,800	97	D	6	JOPLIN-PITTSBURG
WYANDOTTE	63,330	62,700	99	B	6	KANSAS CITY
STATE TOTAL	922,530	910,700	99			

KENTUCKY

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAIR	5,630	5,500	98	D	5	BOWLING GREEN
ALLEN	5,600	5,500	99	D	5	NASHVILLE
ANDERSON	4,730	4,700	99	D	5	LEXINGTON
BALLARD	3,430	3,400	99	D	5	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
BARREN	13,130	13,000	99	D	5	NASHVILLE
BATH	3,830	3,700	98	D	5	LEXINGTON
BELL	11,930	11,700	98	D	5	KNOXVILLE
BOONE	17,330	17,200	99	A	5	CINCINNATI
BOURBON	7,030	6,900	99	B	5	LEXINGTON
BOYD	20,700	20,600	99	B	5	CHARLESTON-HUNTINGTON
BOYLE	9,330	9,200	99	D	5	LEXINGTON
BRACKEN	2,730	2,700	99	D	5	CINCINNATI
BREATHITT	5,430	5,200	96	D	5	LEXINGTON
BRECKINRIDGE	6,130	6,000	99	D	5	LOUISVILLE
BULLITT	14,830	14,700	99	B	5	LOUISVILLE
BUTLER	3,930	3,800	99	D	5	NASHVILLE
CALDWELL	5,130	5,000	98	D	5	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
CALLOWAY	11,130	11,000	99	D	5	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
CAMPBELL	28,230	28,100	99	A	5	CINCINNATI
CAPLISLE	2,130	2,100	99	D	5	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
CARROLL	3,430	3,400	99	D	5	CINCINNATI
CARTER	6,730	6,600	99	D	5	CHARLESTON-HUNTINGTON
CASEY	5,730	5,600	98	D	5	LEXINGTON
CHRISTIAN	20,830	20,600	99	C	5	NASHVILLE
CLARK	10,930	10,400	99	B	5	LEXINGTON
CLAY	7,300	7,100	97	D	5	LEXINGTON
CLINTON	3,330	3,200	98	D	5	NASHVILLE
CRITTENDEN	3,530	3,500	99	D	5	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
CUMBERLAND	2,830	2,700	98	D	5	NASHVILLE
DAVIESS	31,630	31,300	99	C	5	EVANSVILLE
EDMONSON	3,430	3,300	98	D	5	BOWLING GREEN
ELLIOTT	2,430	2,400	99	D	5	CHARLESTON-HUNTINGTON
ESTILL	5,130	5,000	97	D	5	LEXINGTON
FAYETTE	80,430	80,200	99	B	5	LEXINGTON
FLEMING	4,730	4,600	99	D	5	LEXINGTON
FLOYD	17,630	17,300	98	C	5	CHARLESTON-HUNTINGTON
FRANKLIN	17,030	16,900	99	C	5	LEXINGTON
FULTON	3,330	3,300	99	D	5	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
GALLATIN	1,930	1,800	99	D	5	CINCINNATI
GARRARD	4,130	4,000	99	D	5	LEXINGTON

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

KENTUCKY (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
GRANT	4,730	4,700	99	D	5	CINCINNATI
GRAVES	13,330	13,200	99	D	5	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
GRAYSON	7,730	7,600	98	D	5	LOUISVILLE
GREEN	4,030	3,900	98	D	5	LOUISVILLE
GREENUP	13,530	13,400	99	B	5	CHARLESTON-HUNTINGTON
HANCOCK	2,800	2,800	99	D	5	EVANSVILLE
HARDIN	27,130	26,900	99	C	5	LOUISVILLE
HARLAN	14,600	14,470	98	C	5	KNOXVILLE
HARRISON	5,430	5,360	99	D	5	LEXINGTON
HART	5,830	5,700	99	D	5	BOWLING GREEN
HENDERSON	15,900	15,800	99	B	5	EVANSVILLE
HENRY	4,830	4,700	99	D	5	LOUISVILLE
HICKMAN	2,230	2,200	99	D	5	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
HOPKINS	17,730	17,500	99	C	5	EVANSVILLE
JACKSON	4,330	4,200	97	D	5	LEXINGTON
JEFFERSON	256,030	254,800	99	B	5	LOUISVILLE
JESSAMINE	9,330	9,100	98	B	5	LEXINGTON
JOHNSON	8,930	8,700	99	D	5	CHARLESTON-HUNTINGTON
KENTON	49,700	49,500	99	A	5	CINCINNATI
KNOTT	6,000	5,800	97	D	5	CHARLESTON-HUNTINGTON
KNOX	10,630	10,400	98	D	5	KNOXVILLE
LARUE	4,500	4,300	99	D	5	LOUISVILLE
LAUREL	14,330	14,000	98	C	5	LEXINGTON
LAWRENCE	5,130	5,000	99	D	5	CHARLESTON-HUNTINGTON
LEE	2,930	2,700	97	D	5	LEXINGTON
LESLIE	5,130	4,900	96	D	5	KNOXVILLE
LETCHER	11,100	10,800	98	D	5	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)
LEWIS	5,130	5,000	98	D	5	CHARLESTON-HUNTINGTON
LINCOLN	6,830	6,700	98	D	5	LEXINGTON
LIVINGSTON	3,730	3,700	99	D	5	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
LOGAN	9,000	8,900	99	D	5	NASHVILLE
LYON	2,430	2,400	99	D	5	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
MADISON	18,200	17,900	98	C	5	LEXINGTON
MAGOFFIN	4,730	4,600	98	D	5	CHARLESTON-HUNTINGTON
MARION	5,800	5,800	99	D	5	LOUISVILLE
MARSHALL	10,200	10,100	99	D	5	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
MARTIN	4,730	4,600	98	D	5	CHARLESTON-HUNTINGTON
MASON	6,430	6,300	99	D	5	CINCINNATI
MC CRACKEN	24,230	24,000	99	C	5	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
MC CREARY	5,400	5,300	98	D	5	KNOXVILLE
MC LEAN	3,630	3,600	99	D	5	EVANSVILLE
MEADE	7,730	7,700	99	D	5	LOUISVILLE
MENIFEE	1,730	1,700	98	D	5	LEXINGTON
MERCER	7,130	7,000	99	D	5	LEXINGTON
METCALFE	3,630	3,500	99	D	5	BOWLING GREEN
MONROE	4,630	4,500	99	D	5	NASHVILLE
MONTGOMERY	7,730	7,500	98	D	5	LEXINGTON
MORGAN	4,400	4,300	98	D	5	CHARLESTON-HUNTINGTON
MUHLENBERG	11,300	11,200	99	D	5	EVANSVILLE
NELSON	9,630	9,500	99	D	5	LOUISVILLE
NICHOLAS	2,630	2,600	98	D	5	LEXINGTON
OHIO	8,000	7,900	99	D	5	EVANSVILLE
OLDHAM	9,530	9,400	99	B	5	LOUISVILLE
OWEN	3,430	3,400	99	D	5	CINCINNATI
OWSLEY	1,930	1,700	96	D	5	LEXINGTON
PENDLETON	3,930	3,900	99	D	5	CINCINNATI
PERRY	11,300	11,200	98	D	5	LEXINGTON
PIKE	29,330	28,900	99	C	5	CHARLESTON-HUNTINGTON
POWELL	3,800	3,700	97	D	5	LEXINGTON
PULASKI	17,730	17,300	98	C	5	LEXINGTON
ROBERTSON	800	800	99	D	5	CINCINNATI
ROCKCASTLE	4,930	4,800	97	D	5	LEXINGTON
ROWAN	6,130	6,000	98	D	5	LEXINGTON
RUSSELL	5,630	5,500	98	D	5	BOWLING GREEN
SCOTT	7,830	7,700	99	B	5	LEXINGTON
SHELBY	8,400	8,300	99	D	5	LOUISVILLE
SIMPSON	5,400	5,300	99	D	5	NASHVILLE
SPENCER	2,130	2,100	99	D	5	LOUISVILLE
TAYLOR	8,500	8,400	98	D	5	LOUISVILLE
TODD	4,330	4,300	99	D	5	NASHVILLE
TRIGG	3,500	3,500	99	D	5	NASHVILLE
TRIMBLE	2,230	2,200	99	D	5	LOUISVILLE
UNION	5,800	5,700	99	D	5	EVANSVILLE
WARREN	27,430	27,100	99	C	5	BOWLING GREEN
WASHINGTON	3,630	3,600	99	D	5	LOUISVILLE

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

KENTUCKY (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
WAYNE	6,300	6,100	97	D	5	KNOXVILLE
WEBSTER	5,600	5,500	99	D	5	EVANSVILLE
WHITLEY	12,600	12,400	98	D	5	KNOXVILLE
WOLFE	2,300	2,200	97	D	5	LEXINGTON
WOODFORD	6,200	6,100	99	B	5	LEXINGTON
STATE TOTAL	1,335,500	1,321,100	99			

LOUISIANA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ACADIA	19,400	19,100	98	C	7	LAFAYETTE, LA
ALLEN	7,500	7,300	98	D	7	LAFAYETTE, LA
ASCENSION	17,600	17,200	98	B	7	BATON ROUGE
ASSUMPTION	6,900	6,700	98	D	7	BATON ROUGE
AVOYELLES	14,400	14,100	98	C	7	ALEXANDRIA, LA
BEAUREGARD	10,600	10,300	98	D	7	LAKE CHARLES
BIENVILLE	5,900	5,800	98	D	7	SHREVEPORT-TEXARKANA
BOSSIER	29,600	29,300	99	B	7	SHREVEPORT-TEXARKANA
CADDO	96,100	95,000	99	B	7	SHREVEPORT-TEXARKANA
CALCASIEU	62,400	61,800	99	B	7	LAKE CHARLES
CALDWELL	4,300	4,200	98	D	7	MONROE-EL DORADO
CAMERON	3,400	3,300	98	D	7	LAKE CHARLES
CATAHOULA	4,400	4,300	97	D	7	MONROE-EL DORADO
CLAIBORNE	6,300	6,200	98	D	7	SHREVEPORT-TEXARKANA
CONCORDIA	7,900	7,700	97	D	7	MONROE-EL DORADO
DE SOTO	9,300	9,300	97	D	7	SHREVEPORT-TEXARKANA
EAST BATON ROUGE	139,200	137,900	99	B	7	BATON ROUGE
EAST CARROLL	3,400	3,500	97	D	7	MONROE-EL DORADO
EAST FELICIANA	5,400	5,200	97	D	7	BATON ROUGE
EVANGELINE	11,600	11,300	97	D	7	LAFAYETTE, LA
FRANKLIN	8,300	8,100	98	D	7	MONROE-EL DORADO
GRANT	6,400	6,300	98	D	7	ALEXANDRIA, LA
IBERIA	21,500	21,200	99	C	7	LAFAYETTE, LA
IBERVILLE	10,200	10,000	98	D	7	BATON ROUGE
JACKSON	6,600	6,500	98	D	7	MONROE-EL DORADO
JEFFERSON	174,800	173,700	99	B	7	NEW ORLEANS
JEFFERSON DAVIS	11,000	10,800	98	D	7	LAFAYETTE, LA
LA SALLE	6,500	6,400	98	D	7	MONROE-EL DORADO
LAFAYETTE	59,300	58,600	99	B	7	LAFAYETTE, LA
LAFOURCHE	28,400	28,100	99	C	7	NEW ORLEANS
LINCOLN	13,600	13,400	9-	C	7	MONROE-EL DORADO
LIVINGSTON	21,700	21,300	98	B	7	BATON ROUGE
MADISON	5,900	5,700	97	D	7	MONROE-EL DORADO
MOREHOUSE	12,200	12,000	98	D	7	MONROE-EL DORADO
NATCHITOCHES	14,400	13,900	97	C	7	SHREVEPORT-TEXARKANA
ORLEANS	214,200	211,900	99	B	7	NEW ORLEANS
OUACHITA	50,900	50,400	99	B	7	MONROE-EL DORADO
PLAQUEMINES	8,100	8,000	99	D	7	NEW ORLEANS
POINTE COUPEE	8,400	8,200	98	D	7	BATON ROUGE
RAPIDES	48,400	47,800	99	C	7	ALEXANDRIA, LA
RED RIVER	3,700	3,600	97	D	7	SHREVEPORT-TEXARKANA
RICHLAND	7,400	7,200	98	D	7	MONROE-EL DORADO
SABINE	10,200	9,900	97	D	7	SHREVEPORT-TEXARKANA
ST BERNARD	22,700	22,600	99	B	7	NEW ORLEANS
ST CHARLES	13,300	13,200	99	C	7	NEW ORLEANS
ST HELENA	3,100	3,000	97	D	7	BATON ROUGE
ST JAMES	6,500	6,400	98	D	7	NEW ORLEANS
ST JOHN THE BAPTIST	10,800	10,600	98	D	7	NEW ORLEANS
ST LANDRY	28,900	28,200	98	C	7	LAFAYETTE, LA
ST MARTIN	13,700	13,500	99	C	7	LAFAYETTE, LA
ST MARY	21,200	20,900	99	C	7	BATON ROUGE
ST TAMMANY	44,600	44,100	99	B	7	NEW ORLEANS
TANGIPAHOA	28,500	27,900	98	C	7	NEW ORLEANS
TENSAS	2,900	2,800	97	D	7	MONROE-EL DORADO
TERREBONNE	33,500	33,100	99	C	7	NEW ORLEANS

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

LOUISIANA (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
UNION	7,700	7,600	99	B	7	MONROE-EL DORADO
VERMILION	17,700	17,500	99	C	7	LAFAYETTE, LA
VERNON	17,400	17,000	97	C	7	ALEXANDRIA, LA
WASHINGTON	19,900	19,600	98	C	7	NEW ORLEANS
WEBSTER	16,100	16,000	98	B	7	SHREVEPORT-TEXARKANA
WEST BATON ROUGE	6,100	6,000	98	B	7	BATON ROUGE
WEST CARROLL	4,500	4,400	98	D	7	MONROE-EL DORADO
WEST FELICIANA	2,600	2,500	97	D	7	BATON ROUGE
WINN	6,100	5,900	98	D	7	MONROE-EL DORADO
STATE TOTAL	1,542,100	1,521,300	99			

MAINE

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ANDROSCOGGIN	36,700	36,100	98	B	1	PORTLAND-POLAND SPRING
AROOSTOOK	29,900	29,100	97	C	1	PRESQUE ISLE
CUMBERLAND	83,000	81,700	98	A	1	PORTLAND-POLAND SPRING
FRANKLIN	10,400	10,000	96	D	1	PORTLAND-POLAND SPRING
HANCOCK	16,700	16,400	98	C	1	BANGOR
KENNEBEC	41,400	40,500	98	C	1	PORTLAND-POLAND SPRING
KNOX	13,100	12,700	97	D	1	PORTLAND-POLAND SPRING
LINCOLN	10,200	10,000	98	D	1	PORTLAND-POLAND SPRING
OXFORD	18,600	18,300	98	C	1	PORTLAND-POLAND SPRING
PENOBSCOT	48,000	47,100	98	C	1	BANGOR
PISCATAQUIS	6,500	6,400	98	D	1	BANGOR
SAGADAHOC	10,900	10,600	98	D	1	PORTLAND-POLAND SPRING
SOMERSET	16,100	15,700	98	C	1	BANGOR
WALDO	10,600	10,300	97	D	1	BANGOR
WASHINGTON	13,100	12,700	97	D	1	BANGOR
YORK	54,800	54,000	99	C	1	PORTLAND-POLAND SPRING
STATE TOTAL	420,000	411,600	98			

MARYLAND

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ALLEGANY	29,500	29,200	99	C	3	WASHINGTON, DC
ANNE ARUNDEL	133,900	133,200	99	A	3	BALTIMORE
BALTIMORE	250,500	249,300	99	A	3	BALTIMORE
BALTIMORE CITY	270,400	269,000	99	A	3	BALTIMORE
CALVERT	12,500	12,300	99	C	3	WASHINGTON, DC
CAROLINE	8,500	8,400	99	D	3	BALTIMORE
CARROLL	34,700	34,500	99	A	3	BALTIMORE
CECIL	21,100	21,000	99	C	3	BALTIMORE
CHARLES	25,200	24,900	99	A	3	WASHINGTON, DC
DORCHESTER	11,200	11,000	99	D	3	BALTIMORE
FREDERICK	42,400	42,100	99	C	3	WASHINGTON, DC
GARRETT	9,600	9,400	98	D	3	PITTSBURGH
HARFORD	50,900	50,600	99	A	3	BALTIMORE
HOWARD	49,000	48,700	99	A	3	BALTIMORE
KENT	6,200	6,100	99	D	3	BALTIMORE
MONTGOMERY	222,100	221,200	99	A	3	WASHINGTON, DC
PRINCE GEORGES	232,200	231,300	99	A	3	WASHINGTON, DC
QUEEN ANNES	9,600	9,500	99	D	3	BALTIMORE
SOMERSET	6,700	6,600	98	D	3	SALISBURY
ST MARYS	21,200	21,000	99	C	3	WASHINGTON, DC
TALBOT	10,600	10,500	99	D	3	BALTIMORE
WASHINGTON	41,400	41,000	99	C	3	WASHINGTON, DC
WICOMICO	24,700	24,400	99	C	3	SALISBURY
WORCESTER	12,900	12,600	98	D	3	SALISBURY
STATE TOTAL	1,936,900	1,927,800	99			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

MASSACHUSETTS

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BARNSTABLE	68,600	67,300	98	B	1	BOSTON
BERKSHIRE	53,600	52,600	98	C	1	ALBANY-SCHENECTADY-TROY
BRISTOL	174,900	172,400	99	B	1	PROVIDENCE-NEW BEDFORD
DUKES	4,400	4,200	96	D	1	PROVIDENCE-NEW BEDFORD
ESSEX	237,000	234,200	99	A	1	BOSTON
FRANKLIN	25,600	24,800	97	C	1	SPRINGFIELD, MA
HAMPDEN	161,900	158,900	98	B	1	SPRINGFIELD, MA
HAMPSHIRE	47,900	46,400	98	B	1	SPRINGFIELD, MA
MIDDLESEX	489,000	483,100	99	A	1	BOSTON
NANTUCKET	2,300	2,200	97	D	1	BOSTON
NORFOLK	215,600	213,600	99	A	1	BOSTON
PLYMOUTH	146,100	144,200	99	B	1	BOSTON
SUFFOLK	247,900	241,800	98	A	1	BOSTON
WORCESTER	239,200	231,800	99	B	1	BOSTON
STATE TOTAL	2,109,000	2,077,500	99			

MICHIGAN

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ALCONA	4,100	4,000	96	D	4	ALPENA
ALGER	3,300	3,200	98	D	4	MARQUETTE
ALLEGAN	29,600	29,200	99	B	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
ALPENA	11,400	11,300	96	D	4	ALPENA
ANTRIM	6,250	6,100	98	D	4	TRAVERSE CITY-CADILLAC
ARENAC	5,700	5,610	98	D	4	FLINT-SAGINAW-BAY CITY
BARAGA	3,200	3,100	98	D	4	MARQUETTE
BARRY	16,700	16,500	99	B	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
BAY	42,400	41,900	99	B	4	FLINT-SAGINAW-BAY CITY
BENZIE	4,400	4,300	97	D	4	TRAVERSE CITY-CADILLAC
BERRIEN	62,800	61,700	98	B	4	SOUTH BEND-ELKHART
BRANCH	14,800	14,600	98	C	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
CALHOUN	51,700	51,100	99	B	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
CASS	18,200	17,900	98	C	4	SOUTH BEND-ELKHART
CHARLEVOIX	7,900	7,700	98	D	4	TRAVERSE CITY-CADILLAC
CHEBOYGAN	8,100	7,800	97	D	4	TRAVERSE CITY-CADILLAC
CHIPPEWA	9,400	9,600	97	D	4	TRAVERSE CITY-CADILLAC
CLARE	9,700	9,500	98	D	4	FLINT-SAGINAW-BAY CITY
CLINTON	18,600	18,400	99	B	4	LANSING
CRAWFORD	3,700	3,600	97	D	4	TRAVERSE CITY-CADILLAC
DELTA	14,000	13,700	98	C	4	GREEN BAY
DICKINSON	9,800	9,700	99	D	4	GREEN BAY
EATON	33,200	32,800	99	B	4	LANSING
EMMET	8,800	8,500	97	D	4	TRAVERSE CITY-CADILLAC
GENESEE	158,100	156,500	99	B	4	FLINT-SAGINAW-BAY CITY
GLADWIN	7,900	7,700	98	D	4	FLINT-SAGINAW-BAY CITY
GOGEBIC	7,600	7,400	98	D	4	DULUTH-SUPERIOR
GRAND TRAVERSE	22,100	21,600	98	C	4	TRAVERSE CITY-CADILLAC
GRATIOT	13,500	13,300	98	C	4	FLINT-SAGINAW-BAY CITY
HILLSDALE	14,600	14,300	98	C	4	LANSING
HOUGHTON	12,900	12,500	97	C	4	MARQUETTE
HURON	13,400	13,100	98	C	4	FLINT-SAGINAW-BAY CITY
INGHAM	97,700	96,300	99	B	4	LANSING
IONIA	16,900	16,700	99	C	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
IOSCO	10,900	10,600	99	D	4	FLINT-SAGINAW-BAY CITY
IRON	5,500	5,400	98	D	4	MARQUETTE
ISABELLA	17,700	17,300	98	C	4	FLINT-SAGINAW-BAY CITY
JACKSON	52,238	51,600	99	B	4	LANSING
KALAMAZOO	78,700	77,600	99	B	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
KALKASKA	4,700	4,600	97	D	4	TRAVERSE CITY-CADILLAC
KENT	165,000	162,400	98	B	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
KEWEENAW	730	700	98	D	4	MARQUETTE
LAKE	3,400	3,300	97	D	4	TRAVERSE CITY-CADILLAC
LAPEER	23,600	23,300	99	A	4	DETROIT
LEELANAU	5,600	5,500	98	D	4	TRAVERSE CITY-CADILLAC
LENAWEE	31,600	31,100	98	C	4	TOLEDO
LIVINGSTON	33,500	33,100	99	A	4	DETROIT
LUCE	2,300	2,200	97	D	4	TRAVERSE CITY-CADILLAC
MACKINAC	3,800	3,700	97	D	4	TRAVERSE CITY-CADILLAC
MACOMB	243,900	242,500	99	A	4	DETROIT

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

MICHIGAN (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
MANISTEE	9,200	9,000	98	D	4	TRAVERSE CITY-CADILLAC
MARQUETTE	26,000	25,700	99	C	4	MARQUETTE
MASON	10,300	9,900	97	D	4	TRAVERSE CITY-CADILLAC
MECOSTA	11,900	11,600	98	D	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
MENOMINEE	9,500	9,300	98	D	4	GREEN BAY
MIDLAND	26,900	26,200	99	C	4	FLINT-SAGINAW-BAY CITY
MISSAUKEE	3,800	3,700	97	D	4	TRAVERSE CITY-CADILLAC
MONROE	45,800	45,300	99	C	4	DETROIT
MONTCALM	17,500	17,200	98	C	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
MONTMORENCY	3,100	3,000	96	D	4	TRAVERSE CITY-CADILLAC
MUSKEGON	55,700	54,900	99	C	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
NEWAYGO	13,500	13,200	98	C	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
OAKLAND	374,400	372,300	99	A	4	DETROIT
OCEANA	7,900	7,700	97	D	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
OGEMAW	6,600	6,500	98	D	4	FLINT-SAGINAW-BAY CITY
ONTONAGON	3,500	3,300	96	D	4	MARQUETTE
OSCEOLA	7,200	7,100	98	D	4	TRAVERSE CITY-CADILLAC
OSCODA	2,900	2,800	95	D	4	TRAVERSE CITY-CADILLAC
OTSEGO	5,800	5,700	98	D	4	TRAVERSE CITY-CADILLAC
OTTAWA	55,300	54,500	99	B	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
PRESQUE ISLE	5,300	5,100	95	D	4	TRAVERSE CITY-CADILLAC
ROSCOMMON	7,600	7,500	99	D	4	TRAVERSE CITY-CADILLAC
SAGINAW	78,700	77,800	99	B	4	FLINT-SAGINAW-BAY CITY
SANILAC	15,100	14,800	98	C	4	FLINT-SAGINAW-BAY CITY
SCHOOLCRAFT	3,100	3,000	96	D	4	GREEN BAY
SHIAWASSEE	24,200	23,900	99	B	4	FLINT-SAGINAW-BAY CITY
ST CLAIR	49,500	48,900	99	A	4	DETROIT
ST JOSEPH	20,900	20,500	99	C	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
TUSCOLA	19,300	19,000	98	C	4	FLINT-SAGINAW-BAY CITY
VAN BUREN	24,900	24,600	99	B	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
WASHTENAW	98,300	96,000	98	B	4	DETROIT
WAYNE	789,700	780,700	99	A	4	DETROIT
WEXFORD	9,800	9,600	98	C	4	TRAVERSE CITY-CADILLAC
STATE TOTAL	3,291,400	3,248,500	99			

MINNESOTA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
AITKIN	5,400	5,300	98	D	6	DULUTH-SUPERIOR
ANOKA	69,500	69,300	99	A	6	MINNEAPOLIS-ST. PAUL
BECKER	11,100	10,900	98	D	6	FARGO
BELTRAMI	11,100	10,600	95	D	6	ALEXANDRIA, MN
BENTON	9,300	9,200	99	D	6	MINNEAPOLIS-ST. PAUL
BIG STONE	2,900	2,900	98	D	6	SIOUX FALLS-MITCHELL
BLUE EARTH	18,700	18,400	98	C	6	MANKATO
BROWN	10,200	10,000	98	D	6	MINNEAPOLIS-ST. PAUL
CARLTON	10,500	10,400	99	B	6	DULUTH-SUPERIOR
CARVER	13,500	13,400	99	A	6	MINNEAPOLIS-ST. PAUL
CASS	8,100	7,700	96	D	6	ALEXANDRIA, MN
CHIPPEWA	5,800	5,700	98	D	6	MINNEAPOLIS-ST. PAUL
CHISAGO	9,500	9,400	99	A	6	MINNEAPOLIS-ST. PAUL
CLAY	17,500	17,400	99	B	6	FARGO
CLEARWATER	3,100	3,000	96	D	6	FARGO
COOK	1,900	1,900	97	D	6	DULUTH-SUPERIOR
COTTONWOOD	5,500	5,300	96	D	6	MINNEAPOLIS-ST. PAUL
CROW WING	16,700	16,300	98	C	6	MINNEAPOLIS-ST. PAUL
DAKOTA	75,300	74,800	99	A	6	MINNEAPOLIS-ST. PAUL
DODGE	5,400	5,300	98	D	6	ROCHESTER-MASON CITY-AUSTIN
DOUGLAS	11,200	11,000	98	D	6	ALEXANDRIA, MN
FARIBAULT	7,500	7,400	99	D	6	ROCHESTER-MASON CITY-AUSTIN
FILLMORE	7,900	7,800	99	D	6	ROCHESTER-MASON CITY-AUSTIN
FREEBORN	13,700	13,500	99	D	6	ROCHESTER-MASON CITY-AUSTIN
GOODHUE	14,600	14,400	99	C	6	MINNEAPOLIS-ST. PAUL
GRANT	2,700	2,700	99	D	6	ALEXANDRIA, MN
HENNEPIN	382,600	378,900	99	A	6	MINNEAPOLIS-ST. PAUL
HOUSTON	6,300	6,200	99	D	6	LA CROSSE-EAU CLAIRE
HUBBARD	5,800	5,500	95	D	6	ALEXANDRIA, MN
ISANTI	8,700	8,600	98	D	6	MINNEAPOLIS-ST. PAUL

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

MINNESOTA (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ITASCA	16,700	16,400	98	C	6	DULUTH-SUPERIOR
JACKSON	5,100	5,000	98	D	6	SIOUX FALLS-MITCHELL
KANABEC	5,000	4,900	98	D	6	MINNEAPOLIS-ST. PAUL
KANDIYOHI	14,100	13,800	98	C	6	MINNEAPOLIS-ST. PAUL
KITTSON	2,500	2,400	97	D	6	FARGO
KOOCHICHING	6,200	6,000	97	D	6	DULUTH-SUPERIOR
LAC QUI PARLE	3,900	3,800	98	D	6	MINNEAPOLIS-ST. PAUL
LAKE	4,500	4,500	99	D	6	DULUTH-SUPERIOR
LAKE OF THE WOODS	1,400	1,300	93	D	6	FARGO
LE SUEUR	5,500	5,400	99	D	6	MINNEAPOLIS-ST. PAUL
LINCOLN	3,000	2,900	98	D	6	SIOUX FALLS-MITCHELL
LYON	9,000	8,900	98	D	6	MINNEAPOLIS-ST. PAUL
MAHNOMEN	1,850	1,800	98	D	6	FARGO
MARSHALL	4,500	4,400	98	D	6	FARGO
MARTIN	9,800	9,700	99	D	6	MANKATO
MC LEOD	11,100	11,000	99	D	6	MINNEAPOLIS-ST. PAUL
MEEKER	7,700	7,600	98	D	6	MINNEAPOLIS-ST. PAUL
MILLE LACS	7,100	7,000	98	D	6	MINNEAPOLIS-ST. PAUL
MORRISON	10,200	10,000	98	D	6	MINNEAPOLIS-ST. PAUL
MOWER	15,100	15,000	99	C	6	ROCHESTER-MASON CITY-AUSTIN
MURRAY	4,100	4,000	99	D	6	SIOUX FALLS-MITCHELL
NICOLLET	9,400	9,300	99	D	6	MINNEAPOLIS-ST. PAUL
NOBLES	7,900	7,800	99	D	6	SIOUX FALLS-MITCHELL
NORMAN	3,400	3,300	98	D	6	FARGO
OLMSTED	35,200	34,900	99	C	6	ROCHESTER-MASON CITY-AUSTIN
OTTER TAIL	19,900	19,500	98	C	6	FARGO
PENNINGTON	5,900	5,700	97	D	6	FARGO
PINE	7,500	7,300	98	D	6	MINNEAPOLIS-ST. PAUL
PIPESTONE	4,400	4,300	99	D	6	SIOUX FALLS-MITCHELL
POLK	12,900	12,600	98	D	6	FARGO
POPE	4,600	4,500	97	D	6	ALEXANDRIA, MN
RAMSEY	175,600	174,100	99	A	6	MINNEAPOLIS-ST. PAUL
RED LAKE	1,900	1,900	98	D	6	FARGO
REDWOOD	6,800	6,600	97	D	6	MINNEAPOLIS-ST. PAUL
RENVILLE	7,400	7,200	98	D	6	MINNEAPOLIS-ST. PAUL
RICE	15,700	15,500	99	C	6	MINNEAPOLIS-ST. PAUL
ROCK	3,900	3,900	99	D	6	SIOUX FALLS-MITCHELL
ROSEAU	4,700	4,400	94	D	6	FARGO
SCOTT	15,600	15,500	99	A	6	MINNEAPOLIS-ST. PAUL
SHERBURNE	10,500	10,400	99	D	6	MINNEAPOLIS-ST. PAUL
SIBLEY	5,500	5,400	99	D	6	MINNEAPOLIS-ST. PAUL
ST LOUIS	84,300	83,300	99	B	6	DULUTH-SUPERIOR
STEARNS	35,300	34,700	98	C	6	MINNEAPOLIS-ST. PAUL
STEELE	11,000	10,900	99	D	6	MINNEAPOLIS-ST. PAUL
STEVENS	3,900	3,800	98	D	6	ALEXANDRIA, MN
SWIFT	4,700	4,600	98	D	6	MINNEAPOLIS-ST. PAUL
TODD	9,200	8,900	97	D	6	ALEXANDRIA, MN
TRAVERSE	1,800	1,800	98	D	6	ALEXANDRIA, MN
WABASHA	7,300	7,200	99	D	6	MINNEAPOLIS-ST. PAUL
WADENA	5,100	4,900	96	D	6	ALEXANDRIA, MN
WASECA	6,900	6,800	99	D	6	MINNEAPOLIS-ST. PAUL
WASHINGTON	41,000	40,700	99	A	6	MINNEAPOLIS-ST. PAUL
WATONWAN	4,900	4,800	98	D	6	MINNEAPOLIS-ST. PAUL
WILKIN	2,900	2,900	99	D	6	FARGO
WINONA	16,000	15,700	98	C	6	LA CROSSE-EAU CLAIRE
WRIGHT	21,200	20,900	99	A	6	MINNEAPOLIS-ST. PAUL
YELLOW MEDICINE	4,900	4,600	95	D	6	MINNEAPOLIS-ST. PAUL
STATE TOTAL	1,542,200	1,522,500	99			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

MISSISSIPPI

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	13,000	12,800	98	C	5	JACKSON, MS
ALCORN	12,800	12,600	98	D	5	MEMPHIS
AMITE	4,500	4,400	98	D	5	BATON ROUGE
ATTALA	6,700	6,600	98	D	5	JACKSON, MS
BENTON	2,500	2,500	98	D	5	MEMPHIS
BOLIVAR	13,400	13,000	97	C	5	GREENWOOD-GREENVILLE
CALHOUN	5,600	5,500	98	D	5	COLUMBUS-TUPELO
CARROLL	3,300	3,200	97	D	5	GREENWOOD-GREENVILLE
CHICKASAW	5,900	5,800	98	D	5	COLUMBUS-TUPELO
CHOCTAW	3,000	2,900	98	D	5	COLUMBUS-TUPELO
CLAIBORNE	3,700	3,600	97	D	5	JACKSON, MS
CLARKE	6,130	6,000	98	D	5	MERIDIAN
CLAY	7,000	6,900	98	D	5	COLUMBUS-TUPELO
COAHOMA	11,500	11,200	98	D	5	MEMPHIS
COPIAH	8,600	8,500	98	D	5	JACKSON, MS
COVINGTON	5,700	5,600	98	D	5	LAUREL-HATTIESBURG
DE SOTO	19,100	18,700	98	B	5	MEMPHIS
FORREST	24,700	24,000	99	C	5	LAUREL-HATTIESBURG
FRANKLIN	2,900	2,800	99	D	5	JACKSON, MS
GEORGE	5,700	5,200	99	D	5	MOBILE-PENSACOLA
GREENE	3,100	3,000	98	D	5	MOBILE-PENSACOLA
GRENADA	7,200	7,000	98	D	5	MEMPHIS
HANCOCK	9,200	9,100	99	D	5	NEW ORLEANS
HARRISON	56,700	55,800	99	B	5	BILOXI-GULFPORT-PASCAGOULA
HINDS	92,400	91,600	99	B	5	JACKSON, MS
HOLMES	7,000	6,800	98	D	5	JACKSON, MS
HUMPHREYS	4,400	4,300	98	D	5	JACKSON, MS
ISSAQUENA	800	800	97	D	5	JACKSON, MS
ITAWAMBA	7,500	7,400	98	D	5	COLUMBUS-TUPELO
JACKSON	41,800	41,400	99	C	5	MOBILE-PENSACOLA
JASPER	6,000	5,900	98	D	5	LAUREL-HATTIESBURG
JEFFERSON	2,800	2,700	97	D	5	JACKSON, MS
JEFFERSON DAVIS	4,400	4,300	98	D	5	JACKSON, MS
JONES	22,500	22,300	99	C	5	LAUREL-HATTIESBURG
KEMPER	3,300	3,200	98	D	5	MERIDIAN
LAFAYETTE	11,100	10,900	98	D	5	MEMPHIS
LAMAR	8,800	8,700	99	D	5	LAUREL-HATTIESBURG
LAUDERDALE	28,200	27,900	99	C	5	MERIDIAN
LAWRENCE	4,400	4,300	98	D	5	JACKSON, MS
LEAKE	6,700	6,600	98	D	5	JACKSON, MS
LEE	21,300	21,000	99	C	5	COLUMBUS-TUPELO
LEFLORE	13,100	12,800	98	C	5	GREENWOOD-GREENVILLE
LINCOLN	10,700	10,500	98	D	5	JACKSON, MS
LOWNDES	19,900	19,600	99	C	5	COLUMBUS-TUPELO
MADISON	14,500	14,200	98	C	5	JACKSON, MS
MARION	8,900	8,700	98	D	5	LAUREL-HATTIESBURG
MARSHALL	9,200	9,000	98	D	5	MEMPHIS
MONROE	12,500	12,300	99	C	5	COLUMBUS-TUPELO
MONTGOMERY	4,600	4,500	98	D	5	COLUMBUS-TUPELO
NESHOBA	8,600	8,500	99	D	5	MERIDIAN
NEWTON	6,900	6,800	99	D	5	MERIDIAN
NOXUBEE	4,000	3,900	97	D	5	COLUMBUS-TUPELO
OKTIBBEHA	11,900	11,600	98	C	5	COLUMBUS-TUPELO
PANOLA	9,300	9,100	98	D	5	MEMPHIS
PEARL RIVER	11,900	11,700	99	D	5	NEW ORLEANS
PERRY	3,300	3,200	98	D	5	LAUREL-HATTIESBURG
PIKE	12,800	12,600	98	C	5	JACKSON, MS
PONTOTOC	7,600	7,500	98	D	5	COLUMBUS-TUPELO
PRENTISS	8,600	8,500	99	D	5	COLUMBUS-TUPELO
QUITMAN	3,800	3,700	98	D	5	MEMPHIS
RANKIN	25,600	25,300	99	B	5	JACKSON, MS
SCOTT	8,700	8,600	99	D	5	JACKSON, MS
SHARKEY	2,300	2,200	98	D	5	JACKSON, MS
SIMPSON	8,000	7,900	99	D	5	JACKSON, MS
SMITH	5,300	5,200	98	D	5	JACKSON, MS
STONE	3,300	3,300	99	D	5	BILOXI-GULFPORT-PASCAGOULA
SUNFLOWER	9,300	9,200	97	D	5	GREENWOOD-GREENVILLE
TALLAHATCHIE	5,200	5,100	97	D	5	GREENWOOD-GREENVILLE
TATE	6,100	6,000	98	D	5	MEMPHIS
TIPPAH	6,600	6,500	99	D	5	MEMPHIS
TISHOMINGO	7,200	7,100	98	D	5	COLUMBUS-TUPELO
TUNICA	2,700	2,600	98	D	5	MEMPHIS
UNION	8,200	8,100	99	D	5	MEMPHIS
WALTHALL	4,600	4,500	98	D	5	JACKSON, MS
WARREN	18,200	17,900	98	C	5	JACKSON, MS

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

MISSISSIPPI (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
WASHINGTON	23,100	22,600	98	C	5	GREENWOOD-GREENVILLE
WAYNE	6,400	6,300	98	D	5	LAUREL-HATTIESBURG
WEBSTER	3,600	3,500	98	D	5	COLUMBUS-TUPELO
WILKINSON	3,100	3,000	97	D	5	BATON ROUGE
WINSTON	6,500	6,400	98	D	5	COLUMBUS-TUPELO
YALOBUSHA	5,000	4,900	98	D	5	MEMPHIS
YAZOO	9,100	8,900	98	D	5	JACKSON, MS
STATE TOTAL	874,100	860,600	98			

MISSOURI

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAIR	9,400	9,300	99	D	6	OTTUMWA-KIRKSVILLE
ANDREW	5,300	5,200	99	D	6	KANSAS CITY
ATCHISON	3,300	3,300	99	D	6	OMAHA
AUDRAIN	10,000	9,900	99	D	6	COLUMBIA-JEFFERSON CITY
BARRY	9,900	9,600	98	D	6	SPRINGFIELD, MO
BARTON	4,900	4,700	98	D	6	JOPLIN-PITTSBURG
BATES	6,100	6,000	98	D	6	KANSAS CITY
BENTON	5,300	5,100	97	D	6	SPRINGFIELD, MO
BOLLINGER	4,000	3,900	97	D	6	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
BOONE	39,100	38,500	98	B	6	COLUMBIA-JEFFERSON CITY
BUCHANAN	33,200	32,700	99	C	6	ST. JOSEPH
BUTLER	14,700	14,300	97	C	6	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
CALDWELL	3,300	3,300	99	D	6	KANSAS CITY
CALLAWAY	11,700	11,500	98	D	6	COLUMBIA-JEFFERSON CITY
CAMDEN	9,200	9,000	97	D	6	SPRINGFIELD, MO
CAPE GIRARDEAU	22,700	22,300	98	C	6	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
CARROLL	4,800	4,700	98	D	6	KANSAS CITY
CARTER	2,000	1,900	94	D	6	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
CASS	19,200	19,000	99	B	6	KANSAS CITY
CEDAR	5,100	5,000	98	D	6	SPRINGFIELD, MO
CHARITON	4,100	4,000	97	D	6	COLUMBIA-JEFFERSON CITY
CHRISTIAN	8,900	8,700	98	B	6	SPRINGFIELD, MO
CLARK	3,100	3,000	98	D	6	QUINCY-HANNIBAL
CLAY	53,100	52,700	99	B	6	KANSAS CITY
CLINTON	6,200	6,100	98	D	6	KANSAS CITY
COLE	21,700	21,500	99	B	6	COLUMBIA-JEFFERSON CITY
COOPER	5,700	5,600	98	D	6	COLUMBIA-JEFFERSON CITY
CRAWFORD	7,100	6,800	96	D	6	ST. LOUIS
DADE	3,100	3,000	98	D	6	SPRINGFIELD, MO
DALLAS	4,500	4,400	98	D	6	SPRINGFIELD, MO
DAVIESS	3,500	3,400	98	D	6	KANSAS CITY
DE KALB	3,100	3,000	98	D	6	KANSAS CITY
DENT	5,400	5,300	96	D	6	SPRINGFIELD, MO
DOUGLAS	4,700	4,600	98	D	6	SPRINGFIELD, MO
DUNKLIN	14,100	13,800	98	C	6	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
FRANKLIN	26,900	26,200	99	A	6	ST. LOUIS
GASCONADE	5,400	5,300	97	D	6	ST. LOUIS
GENTRY	3,100	3,000	98	D	6	KANSAS CITY
GREENE	74,100	73,500	99	B	6	SPRINGFIELD, MO
GRUNDY	4,900	4,800	98	D	6	KANSAS CITY
HARRISON	4,300	4,200	98	D	6	ST. JOSEPH
HENRY	7,800	7,600	98	D	6	KANSAS CITY
HICKORY	3,000	2,900	97	D	6	SPRINGFIELD, MO
HOLT	2,900	2,700	97	D	6	ST. JOSEPH
HOWARD	3,800	3,700	98	D	6	COLUMBIA-JEFFERSON CITY
HOWELL	11,500	11,000	96	D	6	SPRINGFIELD, MO
IRON	4,000	3,900	97	D	6	ST. LOUIS
JACKSON	241,400	238,300	99	B	6	KANSAS CITY
JASPER	34,800	34,300	99	B	6	JOPLIN-PITTSBURG
JEFFERSON	53,300	52,600	99	A	6	ST. LOUIS
JOHNSON	13,100	13,100	99	C	6	KANSAS CITY
KNOX	2,100	2,100	98	D	6	QUINCY-HANNIBAL
LACLEDE	9,700	9,500	98	D	6	SPRINGFIELD, MO
LAFAYETTE	11,400	11,200	99	D	6	KANSAS CITY
LAWRENCE	11,400	11,200	98	D	6	SPRINGFIELD, MO

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

MISSOURI (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
LEWIS	4,000	3,900	98	D	6	QUINCY-HANNIBAL
LINCOLN	8,100	8,000	98	D	6	ST. LOUIS
LINN	6,400	6,300	98	D	6	KANSAS CITY
LIVINGSTON	6,200	6,100	98	D	6	KANSAS CITY
MACON	6,300	6,200	99	D	6	QUINCY-HANNIBAL
MADISON	4,300	4,400	97	D	6	ST. LOUIS
MARIES	2,900	2,800	97	D	6	COLUMBIA-JEFFERSON CITY
MARION	10,900	10,800	99	C	6	QUINCY-HANNIBAL
MC DONALD	5,900	5,800	98	D	6	JOPLIN-PITTSBURG
MERCER	1,900	1,800	97	D	6	OTTUMWA-KIRKSVILLE
MILLER	7,400	7,300	98	D	6	COLUMBIA-JEFFERSON CITY
MISSISSIPPI	5,300	5,200	98	D	6	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
MONITEAU	4,500	4,400	98	D	6	COLUMBIA-JEFFERSON CITY
MONROE	3,600	3,500	99	D	6	QUINCY-HANNIBAL
MONTGOMERY	4,300	4,200	98	D	6	ST. LOUIS
MORGAN	5,600	5,500	98	D	6	COLUMBIA-JEFFERSON CITY
NEW MADRID	7,900	7,600	98	D	6	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
NEWTON	16,100	15,900	99	B	6	JOPLIN-PITTSBURG
NODAWAY	7,900	7,900	99	D	6	ST. JOSEPH
OREGON	4,000	3,800	94	D	6	SPRINGFIELD, MO
OSAGE	4,100	4,000	97	D	6	COLUMBIA-JEFFERSON CITY
OZARK	3,300	3,200	97	D	6	SPRINGFIELD, MO
PEMISCOT	8,700	8,500	97	D	6	MEMPHIS
PERRY	6,000	5,900	98	D	6	ST. LOUIS
PETTIS	14,200	13,900	98	C	6	KANSAS CITY
PHELPS	12,200	11,900	97	D	6	COLUMBIA-JEFFERSON CITY
PIKE	6,200	6,100	98	D	6	ST. LOUIS
PLATTE	18,700	18,500	99	B	6	KANSAS CITY
POLK	7,000	6,800	98	D	6	SPRINGFIELD, MO
PULASKI	9,900	9,700	98	C	6	SPRINGFIELD, MO
PUTNAM	2,300	2,300	99	D	6	OTTUMWA-KIRKSVILLE
RALLS	3,500	3,500	99	D	6	QUINCY-HANNIBAL
RANDOLPH	9,700	9,500	98	D	6	COLUMBIA-JEFFERSON CITY
RAY	8,200	8,100	99	B	6	KANSAS CITY
REYNOLDS	3,000	2,900	96	D	6	ST. LOUIS
RIPLEY	4,900	4,600	95	D	6	JONESBORO
SALINE	9,900	9,600	98	D	6	KANSAS CITY
SCHUYLER	2,000	1,900	97	D	6	OTTUMWA-KIRKSVILLE
SCOTLAND	2,100	2,100	98	D	6	QUINCY-HANNIBAL
SCOTT	15,000	14,800	99	C	6	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
SHANNON	2,900	2,700	94	D	6	SPRINGFIELD, MO
SHELBY	3,100	3,000	98	D	6	QUINCY-HANNIBAL
ST CHARLES	55,400	54,900	99	A	6	ST. LOUIS
ST CLAIR	3,400	3,300	97	D	6	SPRINGFIELD, MO
ST FRANCOIS	16,300	16,200	98	C	6	ST. LOUIS
ST LOUIS	359,800	355,700	99	A	6	ST. LOUIS
ST LOUIS CITY	165,500	163,600	99	A	6	ST. LOUIS
STE GENEVIEVE	5,900	5,400	99	D	6	ST. LOUIS
STODDARD	11,200	11,000	98	D	6	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
STONE	7,100	6,900	97	D	6	SPRINGFIELD, MO
SULLIVAN	3,000	2,900	98	D	6	OTTUMWA-KIRKSVILLE
TANEY	8,900	8,700	98	D	6	SPRINGFIELD, MO
TEXAS	8,300	8,000	96	D	6	SPRINGFIELD, MO
VERNON	7,600	7,400	98	D	6	JOPLIN-PITTSBURG
WARREN	5,800	5,700	98	D	6	ST. LOUIS
WASHINGTON	6,400	6,300	98	D	6	ST. LOUIS
WAYNE	4,700	4,500	97	D	6	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
WEBSTER	7,600	7,400	98	D	6	SPRINGFIELD, MO
WORTH	1,200	1,200	99	D	6	ST. JOSEPH
WRIGHT	6,300	6,100	97	D	6	SPRINGFIELD, MO
STATE TOTAL	1,865,200	1,836,700	98			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

MONTANA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BEAVERHEAD	3,000	2,800	94	D	8	MISSOULA-BUTTE
BIG HORN	3,300	3,100	95	D	8	BILLINGS-HARDIN
BLAINE	2,400	2,200	93	D	8	GREAT FALLS
BROADWATER	1,500	1,400	95	D	8	MISSOULA-BUTTE
CARBON	3,500	3,400	97	D	8	BILLINGS-HARDIN
CARTER	600	600	93	D	8	RAPID CITY
CASCADE	30,400	29,800	98	C	8	GREAT FALLS
CHOUTEAU	2,200	2,100	97	D	8	GREAT FALLS
CUSTER	5,300	5,000	94	D	8	BILLINGS-HARDIN
DANIELS	1,000	1,000	96	D	8	MINOT-BISMARCK-DICKINSON
DAWSON	4,600	4,400	96	D	8	GLENDIVE
DEER LODGE	4,300	4,200	98	D	8	MISSOULA-BUTTE
FALLON	1,400	1,300	95	D	8	GLENDIVE
FERGUS	5,100	4,800	95	D	8	GREAT FALLS
FLATHEAD	21,200	20,500	97	C	8	MISSOULA-BUTTE
GALLATIN	16,600	16,000	96	C	8	MISSOULA-BUTTE
GARFIELD	600	500	98	D	8	BILLINGS-HARDIN
GLACIER	3,500	3,300	95	D	8	GREAT FALLS
GOLDEN VALLEY	400	400	94	D	8	BILLINGS-HARDIN
GRANITE	1,000	1,000	97	D	8	MISSOULA-BUTTE
HILL	6,600	6,400	97	D	8	GREAT FALLS
JEFFERSON	2,700	2,600	96	D	8	MISSOULA-BUTTE
JUDITH BASIN	1,000	900	95	D	8	GREAT FALLS
LAKE	7,300	7,100	97	D	8	MISSOULA-BUTTE
LEWIS + CLARK	19,200	17,600	97	C	8	HELENA
LIBERTY	900	900	97	D	8	GREAT FALLS
LINCOLN	6,100	5,800	96	D	8	SPOKANE
MADISON	2,100	2,100	[illegible]	D	8	MISSOULA-BUTTE
MC CONE	900	900	95	D	8	MINOT-BISMARCK-DICKINSON
MEAGHER	800	800	94	D	8	GREAT FALLS
MINERAL	1,400	1,400	97	D	8	MISSOULA-BUTTE
MISSOULA	31,400	30,500	97	C	8	MISSOULA-BUTTE
MUSSELSHELL	1,800	1,700	95	D	8	BILLINGS-HARDIN
PARK	5,500	5,300	96	D	8	BILLINGS-HARDIN
PETROLEUM	200	200	93	D	8	BILLINGS-HARDIN
PHILLIPS	1,900	1,800	93	D	8	GREAT FALLS
PONDERA	2,400	2,300	97	D	8	GREAT FALLS
POWDER RIVER	900	800	91	D	8	RAPID CITY
POWELL	2,300	2,200	96	D	8	MISSOULA-BUTTE
PRAIRIE	700	600	91	D	8	GLENDIVE
RAVALLI	9,400	9,100	97	D	8	MISSOULA-BUTTE
RICHLAND	4,900	4,700	97	D	8	MINOT-BISMARCK-DICKINSON
ROOSEVELT	3,500	3,400	97	D	8	MINOT-BISMARCK-DICKINSON
ROSEBUD	3,900	3,700	94	D	8	BILLINGS-HARDIN
SANDERS	3,500	3,300	93	D	8	MISSOULA-BUTTE
SHERIDAN	2,000	1,900	97	D	8	MINOT-BISMARCK-DICKINSON
SILVER BOW	14,300	14,000	98	C	8	MISSOULA-BUTTE
STILLWATER	2,100	2,100	98	D	8	BILLINGS-HARDIN
SWEET GRASS	1,300	1,200	93	D	8	BILLINGS-HARDIN
TETON	2,500	2,400	97	D	8	GREAT FALLS
TOOLE	2,200	2,100	97	D	8	GREAT FALLS
TREASURE	400	400	94	D	8	BILLINGS-HARDIN
VALLEY	3,700	3,500	95	D	8	GREAT FALLS
WHEATLAND	900	900	95	D	8	BILLINGS-HARDIN
WIBAUX	500	500	96	D	8	MINOT-BISMARCK-DICKINSON
YELLOWSTONE	43,900	43,200	98	C	8	BILLINGS-HARDIN
STATE TOTAL	306,200	296,100	97			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

NEBRASKA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	17,400	12,300	99	B	6	LINCOLN-HASTINGS-KEARNEY
ANTELOPE	3,200	3,100	97	D	6	LINCOLN-HASTINGS-KEARNEY
ARTHUR	200	200	98	D	6	NORTH PLATTE
BANNER	300	300	98	D	6	CHEYENNE
BLAINE	300	300	95	D	6	NORTH PLATTE
BOONE	2,700	2,700	98	D	6	LINCOLN-HASTINGS-KEARNEY
BOX BUTTE	5,900	5,800	98	D	6	RAPID CITY
BOYD	1,100	1,300	97	D	6	SIOUX FALLS-MITCHELL
BROWN	1,700	1,600	97	D	6	LINCOLN-HASTINGS-KEARNEY
BUFFALO	13,100	13,000	99	B	6	LINCOLN-HASTINGS-KEARNEY
BURT	3,400	3,400	99	D	6	OMAHA
BUTLER	3,400	3,300	98	D	6	OMAHA
CASS	7,500	7,400	99	D	6	OMAHA
CEDAR	4,000	4,000	99	D	6	SIOUX CITY
CHASE	2,000	2,000	99	D	6	LINCOLN-HASTINGS-KEARNEY
CHERRY	2,600	2,500	98	D	6	SIOUX FALLS-MITCHELL
CHEYENNE	4,000	3,900	98	D	6	DENVER
CLAY	3,000	3,000	99	D	6	LINCOLN-HASTINGS-KEARNEY
COLFAX	3,800	3,700	98	D	6	OMAHA
CUMING	4,100	4,000	98	D	6	OMAHA
CUSTER	5,300	5,200	98	D	6	LINCOLN-HASTINGS-KEARNEY
DAKOTA	6,400	6,400	99	C	6	SIOUX CITY
DAWES	3,600	3,500	97	D	6	DENVER
DAWSON	8,900	8,700	99	D	6	LINCOLN-HASTINGS-KEARNEY
DEUEL	1,000	1,000	99	D	6	CHEYENNE
DIXON	2,600	2,600	99	D	6	SIOUX CITY
DODGE	14,000	13,900	99	C	6	OMAHA
DOUGLAS	150,900	149,500	99	A	6	OMAHA
DUNDY	1,200	1,200	98	D	6	WICHITA-HUTCHINSON
FILLMORE	3,000	3,000	99	D	6	LINCOLN-HASTINGS-KEARNEY
FRANKLIN	1,700	1,700	99	D	6	LINCOLN-HASTINGS-KEARNEY
FRONTIER	1,400	1,400	99	D	6	LINCOLN-HASTINGS-KEARNEY
FURNAS	2,600	2,500	98	D	6	LINCOLN-HASTINGS-KEARNEY
GAGE	9,100	9,000	99	D	6	LINCOLN-HASTINGS-KEARNEY
GARDEN	1,100	1,100	96	D	6	RAPID CITY
GARFIELD	900	900	98	D	6	LINCOLN-HASTINGS-KEARNEY
GOSPER	800	800	99	D	6	LINCOLN-HASTINGS-KEARNEY
GRANT	300	300	95	D	6	RAPID CITY
GREELEY	1,200	1,200	97	D	6	LINCOLN-HASTINGS-KEARNEY
HALL	18,600	18,400	99	B	6	LINCOLN-HASTINGS-KEARNEY
HAMILTON	3,600	3,600	99	D	6	LINCOLN-HASTINGS-KEARNEY
HARLAN	1,700	1,700	99	D	6	LINCOLN-HASTINGS-KEARNEY
HAYES	500	500	98	D	6	LINCOLN-HASTINGS-KEARNEY
HITCHCOCK	1,500	1,500	99	D	6	WICHITA-HUTCHINSON
HOLT	5,200	5,000	96	D	6	LINCOLN-HASTINGS-KEARNEY
HOOKER	400	400	99	D	6	NORTH PLATTE
HOWARD	2,400	2,400	98	D	6	LINCOLN-HASTINGS-KEARNEY
JEFFERSON	3,800	3,700	98	D	6	LINCOLN-HASTINGS-KEARNEY
JOHNSON	2,100	2,100	98	D	6	OMAHA
KEARNEY	2,600	2,600	99	D	6	LINCOLN-HASTINGS-KEARNEY
KEITH	3,900	3,900	99	D	6	DENVER
KEYA PAHA	500	500	98	D	6	LINCOLN-HASTINGS-KEARNEY
KIMBALL	1,900	1,800	99	D	6	DENVER
KNOX	4,200	4,100	97	D	6	SIOUX FALLS-MITCHELL
LANCASTER	77,400	76,600	99	B	6	LINCOLN-HASTINGS-KEARNEY
LINCOLN	14,200	14,000	99	C	6	NORTH PLATTE
LOGAN	400	400	97	D	6	NORTH PLATTE
LOUP	300	300	98	D	6	LINCOLN-HASTINGS-KEARNEY
MADISON	12,200	12,000	98	D	6	SIOUX CITY
MC PHERSON	200	200	96	D	6	NORTH PLATTE
MERRICK	3,200	3,200	98	D	6	LINCOLN-HASTINGS-KEARNEY
MORRILL	2,400	2,300	97	D	6	CHEYENNE
NANCE	1,700	1,700	99	D	6	LINCOLN-HASTINGS-KEARNEY
NEMAHA	3,200	3,100	96	D	6	OMAHA
NUCKOLLS	2,600	2,900	98	D	6	LINCOLN-HASTINGS-KEARNEY
OTOE	5,900	5,700	99	D	6	OMAHA
PAWNEE	1,600	1,600	97	D	6	OMAHA
PERKINS	1,400	1,400	99	D	6	LINCOLN-HASTINGS-KEARNEY
PHELPS	3,700	3,700	99	D	6	LINCOLN-HASTINGS-KEARNEY
PIERCE	3,100	3,100	99	D	6	SIOUX CITY
PLATTE	10,800	10,700	99	D	6	LINCOLN-HASTINGS-KEARNEY
POLK	2,900	2,300	99	D	6	LINCOLN-HASTINGS-KEARNEY
RED WILLOW	5,000	4,900	99	D	6	LINCOLN-HASTINGS-KEARNEY
RICHARDSON	4,500	4,400	98	D	6	OMAHA
ROCK	900	800	99	D	6	LINCOLN-HASTINGS-KEARNEY

NEBRASKA (cont)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
SALINE	5,300	5,200	98	D	6	LINCOLN-HASTINGS-KEARNEY
SARPY	30,200	30,100	99	B	6	OMAHA
SAUNDERS	6,900	6,800	98	D	6	OMAHA
SCOTTS BLUFF	14,600	14,400	98	C	6	CHEYENNE
SEWARD	5,800	5,700	98	D	6	OMAHA
SHERIDAN	2,900	2,800	98	D	6	RAPID CITY
SHERMAN	1,600	1,600	98	D	6	LINCOLN-HASTINGS-KEARNEY
SIOUX	700	700	98	D	6	RAPID CITY
STANTON	2,500	2,400	98	D	6	SIOUX CITY
THAYER	2,900	2,900	98	D	6	LINCOLN-HASTINGS-KEARNEY
THOMAS	400	400	95	D	6	NORTH PLATTE
THURSTON	2,400	2,400	99	D	6	SIOUX CITY
VALLEY	2,200	2,100	97	D	6	LINCOLN-HASTINGS-KEARNEY
WASHINGTON	5,900	5,900	99	D	6	OMAHA
WAYNE	3,500	3,500	99	D	6	SIOUX CITY
WEBSTER	1,900	1,900	99	D	6	LINCOLN-HASTINGS-KEARNEY
WHEELER	400	400	97	D	6	LINCOLN-HASTINGS-KEARNEY
YORK	5,800	5,700	98	D	6	LINCOLN-HASTINGS-KEARNEY
STATE TOTAL	600,400	593,800	99			

NEVADA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
CARSON CITY	14,200	13,900	98	D	8	RENO
CHURCHILL	5,600	5,500	98	D	8	RENO
CLARK	209,400	205,600	98	A	8	LAS VEGAS
DOUGLAS	9,700	9,300	96	D	8	RENO
ELKO	7,000	6,800	97	D	8	SALT LAKE CITY
ESMERALDA	300	300	87	D	8	RENO
EUREKA	500	400	90	D	8	SALT LAKE CITY
HUMBOLDT	4,500	4,300	96	D	8	RENO
LANDER	2,000	1,800	92	D	8	RENO
LINCOLN	1,500	1,400	99	D	8	LAS VEGAS
LYON	6,100	5,800	96	D	8	RENO
MINERAL	2,300	2,200	97	D	8	RENO
NYE NORTH	2,300	2,100	92	D	8	RENO
NYE SOUTH	2,600	2,400	92	D	8	LAS VEGAS
PERSHING	1,500	1,400	96	D	8	RENO
STOREY	600	600	94	D	8	RENO
WASHOE	90,000	87,900	98	B	8	RENO
WHITE PINE	3,200	3,100	97	D	8	SALT LAKE CITY
STATE TOTAL	363,600	354,700	98			

NEW HAMPSHIRE

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BELKNAP	17,400	17,100	99	C	1	BOSTON
CARROLL	12,900	12,500	98	D	1	PORTLAND-POLAND SPRING
CHESHIRE	23,900	22,600	97	C	1	BOSTON
COOS	13,400	13,200	98	D	1	PORTLAND-POLAND SPRING
GRAFTON	25,200	24,400	97	C	1	BURLINGTON-PLATTSBURGH
HILLSBOROUGH	106,000	104,500	99	B	1	BOSTON
MERRIMACK	38,000	37,200	98	C	1	BOSTON
ROCKINGHAM	75,300	74,200	99	B	1	BOSTON
STRAFFORD	31,700	31,100	98	C	1	BOSTON
SULLIVAN	14,600	14,100	97	C	1	BOSTON
STATE TOTAL	397,700	390,900	98			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

NEW JERSEY

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ATLANTIC	76,200	74,700	98	B	2	PHILADELPHIA
BERGEN	304,100	301,900	99	A	2	NEW YORK
BURLINGTON	124,400	123,200	99	A	2	PHILADELPHIA
CAMDEN	170,800	169,200	99	A	2	PHILADELPHIA
CAPE MAY	36,800	36,100	98	C	2	PHILADELPHIA
CUMBERLAND	46,000	45,400	99	C	2	PHILADELPHIA
ESSEX	293,200	288,900	99	A	2	NEW YORK
GLOUCESTER	71,800	71,100	99	A	2	PHILADELPHIA
HUDSON	204,900	202,000	99	A	2	NEW YORK
HUNTERDON	31,400	30,900	98	C	2	NEW YORK
MERCER	108,200	106,500	98	B	2	PHILADELPHIA
MIDDLESEX	206,200	204,400	99	A	2	NEW YORK
MONMOUTH	182,300	180,200	99	B	2	NEW YORK
MORRIS	139,500	138,400	99	A	2	NEW YORK
OCEAN	151,400	150,300	99	B	2	NEW YORK
PASSAIC	154,300	152,400	99	A	2	NEW YORK
SALEM	23,300	23,100	98	C	2	PHILADELPHIA
SOMERSET	70,800	70,100	99	A	2	NEW YORK
SUSSEX	42,800	42,100	98	C	2	NEW YORK
UNION	178,400	177,200	99	A	2	NEW YORK
WARREN	31,300	30,900	98	C	2	PHILADELPHIA
STATE TOTAL	2,649,000	2,618,900	99			

NEW MEXICO

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BERNALILLO	173,400	170,600	98	B	8	ALBUQUERQUE
CATRON	1,000	900	90	D	8	ALBUQUERQUE
CHAVES	20,500	20,100	98	C	8	ROSWELL
CIBOLA	10,200	10,000	98	D	8	ALBUQUERQUE
COLFAX	5,300	5,000	95	D	8	ALBUQUERQUE
CURRY	15,600	15,200	97	C	8	AMARILLO
DE BACA	1,000	1,000	96	D	8	LUBBOCK
DONA ANA	35,400	34,200	97	C	8	EL PASO
EDDY	18,000	17,600	98	C	8	ROSWELL
GRANT	9,600	9,100	95	D	8	ALBUQUERQUE
GUADALUPE	1,500	1,400	94	D	8	ALBUQUERQUE
HARDING	400	400	91	D	8	ALBUQUERQUE
HIDALGO	2,130	2,000	94	D	8	TUCSON
LEA NORTH	18,300	18,200	97	C	8	ROSWELL
LEA SOUTH	2,600	2,400	97	D	8	ODESSA-MIDLAND
LINCOLN	5,000	4,800	96	D	8	ALBUQUERQUE
LOS ALAMOS	6,900	6,800	98	D	8	ALBUQUERQUE
LUNA	6,100	5,900	96	D	8	EL PASO
MC KINLEY	17,400	16,100	93	C	8	ALBUQUERQUE
MORA	1,400	1,200	88	D	8	ALBUQUERQUE
OTERO	15,600	15,200	98	C	8	ALBUQUERQUE
QUAY	4,100	3,900	95	D	8	AMARILLO
RIO ARRIBA	9,800	9,100	93	D	8	ALBUQUERQUE
ROOSEVELT	5,800	5,600	97	D	8	LUBBOCK
SAN JUAN	31,400	29,600	94	C	8	ALBUQUERQUE
SAN MIGUEL	7,700	7,100	93	D	8	ALBUQUERQUE
SANDOVAL	13,100	12,300	94	B	8	ALBUQUERQUE
SANTA FE	30,900	29,600	97	C	8	ALBUQUERQUE
SIERRA	4,000	3,800	94	D	8	ALBUQUERQUE
SOCORRO	4,300	4,200	97	D	8	ALBUQUERQUE
TAOS	7,200	6,600	91	D	8	ALBUQUERQUE
TORRANCE	3,000	2,900	95	D	8	ALBUQUERQUE
UNION	1,700	1,600	93	D	8	AMARILLO
VALENCIA	12,400	12,200	99	D	8	ALBUQUERQUE
STATE TOTAL	502,900	486,600	97			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

NEW YORK

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ALBANY	111,200	109,300	98	B	2	ALBANY-SCHENECTADY-TROY
ALLEGANY	17,500	17,000	97	C	2	BUFFALO
BRONX	396,200	389,700	98	A	2	NEW YORK
BROOME	79,100	77,900	99	B	2	BINGHAMTON
CATTARAUGUS	30,600	30,000	98	C	2	BUFFALO
CAYUGA	28,100	27,500	98	C	2	SYRACUSE
CHAUTAUQUA	54,300	53,300	98	C	2	BUFFALO
CHEMUNG	35,000	34,200	98	C	2	ELMIRA
CHENANGO	17,900	17,500	98	C	2	BINGHAMTON
CLINTON	26,700	26,300	99	B	2	BURLINGTON-PLATTSBURGH
COLUMBIA	23,100	22,600	98	C	2	ALBANY-SCHENECTADY-TROY
CORTLAND	17,200	16,900	98	C	2	SYRACUSE
DELAWARE	16,700	16,100	97	C	2	BINGHAMTON
DUTCHESS	87,200	85,400	98	B	2	NEW YORK
ERIE	362,300	357,900	99	B	2	BUFFALO
ESSEX	13,900	13,500	98	B	2	BURLINGTON-PLATTSBURGH
FRANKLIN	15,600	15,200	97	C	2	BURLINGTON-PLATTSBURGH
FULTON	20,800	20,400	98	C	2	ALBANY-SCHENECTADY-TROY
GENESEE	20,700	20,400	99	C	2	BUFFALO
GREENE	16,600	16,300	98	C	2	ALBANY-SCHENECTADY-TROY
HAMILTON	1,900	1,800	97	D	2	ALBANY-SCHENECTADY-TROY
HERKIMER	23,900	23,500	98	C	2	UTICA
JEFFERSON	31,400	30,900	98	C	2	WATERTOWN-CARTHAGE
KINGS	802,400	787,500	98	A	2	NEW YORK
LEWIS	8,600	8,400	98	D	2	WATERTOWN-CARTHAGE
LIVINGSTON	19,200	18,900	98	B	2	ROCHESTER, NY
MADISON	21,400	21,100	98	B	2	SYRACUSE
MONROE	264,500	260,800	99	B	2	ROCHESTER, NY
MONTGOMERY	19,900	19,400	98	B	2	ALBANY-SCHENECTADY-TROY
NASSAU	434,500	431,900	99	A	2	NEW YORK
NEW YORK	724,400	686,400	95	A	2	NEW YORK
NIAGARA	81,900	80,900	99	B	2	BUFFALO
ONEIDA EAST	58,200	57,300	98	B	2	UTICA
ONEIDA WEST	30,900	30,400	98	C	2	SYRACUSE
ONONDAGA	171,400	169,100	99	B	2	SYRACUSE
ONTARIO	32,300	31,800	99	B	2	ROCHESTER, NY
ORANGE	91,400	89,600	98	B	2	NEW YORK
ORLEANS	13,600	13,300	98	C	2	BUFFALO
OSWEGO	39,600	39,000	99	B	2	SYRACUSE
OTSEGO	21,200	20,600	97	C	2	UTICA
PUTNAM	28,100	27,700	98	A	2	NEW YORK
QUEENS	730,100	722,100	99	A	2	NEW YORK
RENSSELAER	54,600	53,600	98	B	2	ALBANY-SCHENECTADY-TROY
RICHMOND	126,300	125,100	99	A	2	NEW YORK
ROCKLAND	85,000	83,700	99	A	2	NEW YORK
SARATOGA	57,500	56,700	99	B	2	ALBANY-SCHENECTADY-TROY
SCHENECTADY	56,900	56,100	99	B	2	ALBANY-SCHENECTADY-TROY
SCHOHARIE	10,500	10,200	97	D	2	ALBANY-SCHENECTADY-TROY
SCHUYLER	6,200	6,000	97	D	2	SYRACUSE
SENECA	11,700	11,600	99	D	2	SYRACUSE
ST LAWRENCE	36,900	36,200	98	C	2	WATERTOWN-CARTHAGE
STEUBEN	36,400	35,500	98	C	2	ELMIRA
SUFFOLK	417,200	412,900	99	A	2	NEW YORK
SULLIVAN	25,400	24,600	97	C	2	NEW YORK
TIOGA	17,900	17,600	98	B	2	BINGHAMTON
TOMPKINS	31,800	30,300	95	C	2	SYRACUSE
ULSTER	60,100	58,400	97	B	2	NEW YORK
WARREN	20,500	20,000	98	C	2	ALBANY-SCHENECTADY-TROY
WASHINGTON	18,700	18,400	98	C	2	ALBANY-SCHENECTADY-TROY
WAYNE	30,600	30,100	98	B	2	ROCHESTER, NY
WESTCHESTER	316,900	312,900	99	A	2	NEW YORK
WYOMING	13,900	13,600	99	C	2	BUFFALO
YATES	8,400	8,200	98	D	2	SYRACUSE
STATE TOTAL	6,484,500	6,361,500	98			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

NORTH CAROLINA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ALAMANCE	37,700	37,400	99	C	3	GREENSBORO-WINSTON SALEM-HIGH POINT
ALEXANDER	9,400	9,300	99	D	3	CHARLOTTE
ALLEGHANY	3,800	3,700	98	D	3	GREENSBORO-WINSTON SALEM-HIGH POINT
ANSON	8,900	8,700	98	D	3	CHARLOTTE
ASHE	8,700	8,500	99	D	3	CHARLOTTE
AVERY	5,200	5,100	98	D	3	CHARLOTTE
BEAUFORT	15,300	15,100	99	B	3	GREENVILLE-NEW BERN-WASHINGTON
BERTIE	7,200	7,000	98	D	3	GREENVILLE-NEW BERN-WASHINGTON
BLADEN	11,000	10,700	97	D	3	WILMINGTON
BRUNSWICK	14,500	14,200	98	C	3	WILMINGTON
BUNCOMBE	64,500	63,600	99	A	3	GREENVILLE-SPARTANBURG-ASHEVILLE
BURKE	27,900	27,600	99	C	3	CHARLOTTE
CABARRUS	32,800	32,600	99	C	3	CHARLOTTE
CALDWELL	25,400	25,100	99	C	3	CHARLOTTE
CAMDEN	2,000	2,000	99	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
CARTERET	17,200	17,000	99	C	3	GREENVILLE-NEW BERN-WASHINGTON
CASWELL	6,900	6,700	98	D	3	GREENSBORO-WINSTON SALEM-HIGH POINT
CATAWBA	40,400	40,100	99	C	3	CHARLOTTE
CHATHAM	13,100	12,900	99	D	3	RALEIGH-DURHAM
CHEROKEE	7,500	7,300	98	D	3	CHATTANOOGA
CHOWAN	4,900	4,800	98	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
CLAY	2,700	2,600	97	D	3	ATLANTA
CLEVELAND	30,300	30,000	99	C	3	CHARLOTTE
COLUMBUS	18,300	17,900	98	C	3	WILMINGTON
CRAVEN	25,200	24,900	99	B	3	GREENVILLE-NEW BERN-WASHINGTON
CUMBERLAND	81,000	80,000	99	B	3	RALEIGH-DURHAM
CURRITUCK	4,800	4,700	98	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
DARE	6,400	6,200	97	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
DAVIDSON	43,300	42,800	99	B	3	GREENSBORO-WINSTON SALEM-HIGH POINT
DAVIE	9,600	9,400	98	D	3	GREENSBORO-WINSTON SALEM-HIGH POINT
DUPLIN	14,500	14,200	98	C	3	GREENVILLE-NEW BERN-WASHINGTON
DURHAM	60,000	59,200	99	B	3	RALEIGH-DURHAM
EDGECOMBE	19,300	19,000	99	C	3	GREENVILLE-NEW BERN-WASHINGTON
FORSYTH	97,500	96,600	99	B	3	GREENSBORO-WINSTON SALEM-HIGH POINT
FRANKLIN	10,800	10,600	98	D	3	RALEIGH-DURHAM
GASTON	59,900	59,400	99	A	3	CHARLOTTE
GATES	3,000	2,900	98	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
GRAHAM	2,500	2,400	98	D	3	KNOXVILLE
GRANVILLE	11,000	10,800	98	D	3	RALEIGH-DURHAM
GREENE	5,500	5,400	98	B	3	GREENVILLE-NEW BERN-WASHINGTON
GUILFORD	122,900	121,500	99	A	3	GREENSBORO-WINSTON SALEM-HIGH POINT
HALIFAX	18,900	18,500	98	C	3	RALEIGH-DURHAM
HARNETT	21,900	21,500	99	C	3	RALEIGH-DURHAM
HAYWOOD	17,900	17,600	98	C	3	GREENVILLE-SPARTANBURG-ASHEVILLE
HENDERSON	25,800	25,400	99	B	3	GREENVILLE-SPARTANBURG-ASHEVILLE
HERTFORD	7,700	7,600	98	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
HOKE	6,600	6,500	98	D	3	RALEIGH-DURHAM
HYDE	2,100	2,000	97	D	3	GREENVILLE-NEW BERN-WASHINGTON
IREDELL	31,200	30,900	99	C	3	CHARLOTTE
JACKSON	9,300	9,100	97	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
JOHNSTON	26,500	26,100	98	C	3	RALEIGH-DURHAM
JONES	3,300	3,200	98	B	3	GREENVILLE-NEW BERN-WASHINGTON
LEE	13,600	13,400	99	C	3	RALEIGH-DURHAM
LENOIR	21,500	21,200	99	B	3	GREENVILLE-NEW BERN-WASHINGTON
LINCOLN	16,500	16,400	99	C	3	CHARLOTTE
MACON	8,700	8,400	97	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
MADISON	6,000	5,800	97	B	3	GREENVILLE-SPARTANBURG-ASHEVILLE
MARTIN	8,700	8,600	99	D	3	GREENVILLE-NEW BERN-WASHINGTON
MC DOWELL	13,200	13,000	99	C	3	GREENVILLE-SPARTANBURG-ASHEVILLE
MECKLENBURG	161,900	160,500	99	A	3	CHARLOTTE
MITCHELL	5,300	5,200	98	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
MONTGOMERY	8,300	8,200	99	D	3	GREENSBORO-WINSTON SALEM-HIGH POINT
MOORE	21,100	20,700	98	C	3	RALEIGH-DURHAM
NASH	25,300	24,900	98	C	3	RALEIGH-DURHAM
NEW HANOVER	41,400	40,900	99	C	3	WILMINGTON
NORTHAMPTON	7,200	7,000	98	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
ONSLOW	32,200	31,900	99	C	3	GREENVILLE-NEW BERN-WASHINGTON
ORANGE	30,500	30,000	98	A	3	RALEIGH-DURHAM
PAMLICO	3,900	3,800	99	D	3	GREENVILLE-NEW BERN-WASHINGTON
PASQUOTANK	10,400	10,200	99	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
PENDER	8,200	8,000	98	D	3	WILMINGTON
PERQUIMANS	3,700	3,600	99	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
PERSON	10,500	10,400	99	D	3	RALEIGH-DURHAM
PITT	34,200	33,700	99	A	3	GREENVILLE-NEW BERN-WASHINGTON
POLK	5,400	5,300	98	A	3	GREENVILLE-SPARTANBURG-ASHEVILLE

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

NORTH CAROLINA (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
RANDOLPH	35,700	35,300	99	B	3	GREENSBORO-WINSTON SALEM-HIGH POINT
RICHMOND	17,900	17,000	99	C	3	CHARLOTTE
ROBESON	33,700	33,000	98	C	3	WILMINGTON
ROCKINGHAM	32,000	31,700	99	C	3	GREENSBORO-WINSTON SALEM-HIGH POINT
ROWAN	38,400	38,000	99	C	3	CHARLOTTE
RUTHERFORD	20,700	20,500	99	C	3	GREENVILLE-SPARTANBURG-ASHEVILLE
SAMPSON	17,900	17,600	98	C	3	RALEIGH-DURHAM
SCOTLAND	11,100	10,900	98	D	3	RALEIGH-DURHAM
STANLY	18,500	18,300	99	C	3	CHARLOTTE
STOKES	12,700	12,500	99	B	3	GREENSBORO-WINSTON SALEM-HIGH POINT
SURRY	22,600	22,300	99	C	3	GREENSBORO-WINSTON SALEM-HIGH POINT
SWAIN	3,900	3,800	96	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
TRANSYLVANIA	8,900	8,800	98	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
TYRRELL	1,400	1,400	99	D	3	GREENVILLE-NEW BERN-WASHINGTON
UNION	25,500	25,200	99	B	3	CHARLOTTE
VANCE	12,900	12,700	99	C	3	RALEIGH-DURHAM
WAKE	121,300	120,000	99	B	3	RALEIGH-DURHAM
WARREN	5,500	5,400	98	D	3	RALEIGH-DURHAM
WASHINGTON	5,100	5,000	98	D	3	GREENVILLE-NEW BERN-WASHINGTON
WATAUGA	11,900	11,700	98	D	3	CHARLOTTE
WAYNE	34,900	34,400	99	C	3	RALEIGH-DURHAM
WILKES	22,200	21,800	98	C	3	GREENSBORO-WINSTON SALEM-HIGH POINT
WILSON	23,200	22,800	99	C	3	RALEIGH-DURHAM
YADKIN	10,900	10,700	99	B	3	GREENSBORO-WINSTON SALEM-HIGH POINT
YANCEY	5,700	5,500	97	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
STATE TOTAL	2,214,700	2,185,700	98			

NORTH DAKOTA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	1,300	1,300	98	D	6	MINOT-BISMARCK-DICKINSON
BARNES	5,300	5,300	99	B	6	FARGO
BENSON	2,500	2,400	98	D	6	FARGO
BILLINGS	400	400	98	D	6	MINOT-BISMARCK-DICKINSON
BOTTINEAU	3,300	3,200	98	D	6	MINOT-BISMARCK-DICKINSON
BOWMAN	1,600	1,600	98	D	6	MINOT-BISMARCK-DICKINSON
BURKE	1,500	1,500	98	D	6	MINOT-BISMARCK-DICKINSON
BURLEIGH	22,400	22,100	99	C	6	MINOT-BISMARCK-DICKINSON
CASS	36,400	36,100	99	B	6	FARGO
CAVALIER	2,600	2,500	96	D	6	FARGO
DICKEY	2,500	2,400	98	D	6	SIOUX FALLS-MITCHELL
DIVIDE	1,300	1,300	97	D	6	MINOT-BISMARCK-DICKINSON
DUNN	1,600	1,600	98	D	6	MINOT-BISMARCK-DICKINSON
EDDY	1,400	1,400	99	D	6	FARGO
EMMONS	2,000	2,000	98	D	6	MINOT-BISMARCK-DICKINSON
FOSTER	1,600	1,600	99	D	6	FARGO
GOLDEN VALLEY	900	900	98	D	6	MINOT-BISMARCK-DICKINSON
GRAND FORKS	23,600	23,400	99	C	6	FARGO
GRANT	1,500	1,500	98	D	6	MINOT-BISMARCK-DICKINSON
GRIGGS	1,400	1,400	99	D	6	FARGO
HETTINGER	1,500	1,500	98	D	6	MINOT-BISMARCK-DICKINSON
KIDDER	1,400	1,400	99	D	6	MINOT-BISMARCK-DICKINSON
LA MOURE	2,300	2,300	98	D	6	FARGO
LOGAN	1,200	1,200	98	D	6	MINOT-BISMARCK-DICKINSON
MC HENRY	2,800	2,800	99	D	6	MINOT-BISMARCK-DICKINSON
MC INTOSH	1,900	1,800	97	D	6	MINOT-BISMARCK-DICKINSON
MC KENZIE	2,700	2,700	98	D	6	MINOT-BISMARCK-DICKINSON
MC LEAN	4,700	4,600	99	D	6	MINOT-BISMARCK-DICKINSON
MERCER	4,100	4,000	97	D	6	MINOT-BISMARCK-DICKINSON
MORTON	9,700	9,500	98	D	6	MINOT-BISMARCK-DICKINSON
MOUNTRAIL	2,900	2,800	98	D	6	MINOT-BISMARCK-DICKINSON
NELSON	2,000	2,000	99	D	6	FARGO
OLIVER	900	900	99	D	6	MINOT-BISMARCK-DICKINSON
PEMBINA	3,900	3,800	97	D	6	FARGO
PIERCE	2,000	2,000	98	D	6	MINOT-BISMARCK-DICKINSON

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

NORTH DAKOTA (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
RAMSEY	4,900	4,800	98	D	6	FARGO
RANSOM	2,400	2,400	99	D	6	FARGO
RENVILLE	1,300	1,300	99	D	6	MINOT-BISMARCK-DICKINSON
RICHLAND	6,800	6,700	99	D	6	FARGO
ROLETTE	3,700	3,500	96	D	6	MINOT-BISMARCK-DICKINSON
SARGENT	2,000	2,000	99	D	6	FARGO
SHERIDAN	1,000	1,000	98	D	6	MINOT-BISMARCK-DICKINSON
SIOUX	900	900	95	D	6	MINOT-BISMARCK-DICKINSON
SLOPE	400	400	98	D	6	MINOT-BISMARCK-DICKINSON
STARK	9,200	9,100	98	D	6	MINOT-BISMARCK-DICKINSON
STEELE	1,100	1,100	99	D	6	FARGO
STUTSMAN	9,300	9,200	99	D	6	FARGO
TOWNER	1,500	1,500	98	D	6	FARGO
TRAILL	3,600	3,600	99	D	6	FARGO
WALSH	5,600	5,500	99	D	6	FARGO
WARD	20,900	20,600	99	C	6	MINOT-BISMARCK-DICKINSON
WELLS	2,600	2,600	98	D	6	MINOT-BISMARCK-DICKINSON
WILLIAMS	9,500	9,400	99	D	6	MINOT-BISMARCK-DICKINSON
STATE TOTAL	245,600	242,700	99			

OHIO

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	8,800	8,400	95	D	4	CINCINNATI
ALLEN	40,300	39,600	98	C	4	LIMA
ASHLAND	16,500	16,300	99	C	4	CLEVELAND
ASHTABULA	37,100	36,500	98	C	4	CLEVELAND
ATHENS	18,900	18,300	97	C	4	CHARLESTON-HUNTINGTON
AUGLAIZE	15,300	15,000	98	C	4	DAYTON
BELMONT	31,300	30,800	98	B	4	WHEELING-STEUBENVILLE
BROWN	11,400	11,100	97	D	4	CINCINNATI
BUTLER	94,600	93,400	99	B	4	CINCINNATI
CARROLL	8,900	8,800	99	D	4	WHEELING-STEUBENVILLE
CHAMPAIGN	12,500	12,300	99	D	4	DAYTON
CLARK	94,000	93,400	99	C	4	DAYTON
CLERMONT	48,700	48,100	99	A	4	CINCINNATI
CLINTON	12,900	12,700	99	D	4	DAYTON
COLUMBIANA	41,200	40,600	99	C	4	YOUNGSTOWN
COSHOCTON	13,400	13,000	97	C	4	COLUMBUS, OH
CRAWFORD	18,100	17,800	98	C	4	CLEVELAND
CUYAHOGA	591,500	585,000	99	A	4	CLEVELAND
DARKE	19,900	19,600	98	C	4	DAYTON
DEFIANCE	13,900	13,600	98	C	4	TOLEDO
DELAWARE	19,500	19,300	99	B	4	COLUMBUS, OH
ERIE	29,000	28,600	99	C	4	CLEVELAND
FAIRFIELD	34,700	34,300	99	B	4	COLUMBUS, OH
FAYETTE	10,000	9,800	98	D	4	COLUMBUS, OH
FRANKLIN	341,000	337,000	99	B	4	COLUMBUS, OH
FULTON	13,300	13,000	98	B	4	TOLEDO
GALLIA	11,000	10,700	97	D	4	CHARLESTON-HUNTINGTON
GEAUGA	24,700	24,300	99	A	4	CLEVELAND
GREENE	45,400	44,900	99	B	4	DAYTON
GUERNSEY	15,900	15,500	98	C	4	WHEELING-STEUBENVILLE
HAMILTON	324,700	319,900	99	A	4	CINCINNATI
HANCOCK	24,300	24,000	99	C	4	TOLEDO
HARDIN	11,700	11,500	98	D	4	TOLEDO
HARRISON	6,600	6,500	99	D	4	WHEELING-STEUBENVILLE
HENRY	10,200	10,100	99	D	4	TOLEDO
HIGHLAND	12,800	12,500	97	D	4	CINCINNATI
HOCKING	9,600	9,400	98	D	4	COLUMBUS, OH
HOLMES	8,700	8,200	94	D	4	CLEVELAND
HURON	19,700	19,400	98	C	4	CLEVELAND
JACKSON	11,200	10,900	98	D	4	CHARLESTON-HUNTINGTON
JEFFERSON	32,700	32,300	99	B	4	WHEELING-STEUBENVILLE
KNOX	16,900	16,600	99	C	4	COLUMBUS, OH
LAKE	75,800	75,300	99	A	4	CLEVELAND
LAWRENCE	23,500	23,000	98	B	4	CHARLESTON-HUNTINGTON
LICKING	45,900	45,000	99	B	4	COLUMBUS, OH

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

OHIO (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
LOGAN	14,900	14,600	98	C	4	DAYTON
LORAIN	95,900	94,500	99	A	4	CLEVELAND
LUCAS	175,100	173,200	99	A	4	TOLEDO
MADISON	11,500	11,300	98	B	4	COLUMBUS, OH
MAHONING	103,100	102,000	99	B	4	YOUNGSTOWN
MARION	24,600	24,300	99	C	4	COLUMBUS, OH
MEDINA	40,500	40,000	99	A	4	CLEVELAND
MEIGS	9,100	8,900	97	D	4	CHARLESTON-HUNTINGTON
MERCER	12,900	12,700	98	C	4	FT. WAYNE
MIAMI	33,100	32,700	99	B	4	DAYTON
MONROE	6,400	6,200	97	D	4	WHEELING-STEUBENVILLE
MONTGOMERY	216,900	214,400	99	B	4	DAYTON
MORGAN	5,300	5,100	97	D	4	COLUMBUS, OH
MORROW	9,600	9,500	99	D	4	COLUMBUS, OH
MUSKINGUM	30,900	30,300	98	C	4	ZANESVILLE
NOBLE	4,300	4,100	96	D	4	WHEELING-STEUBENVILLE
OTTAWA	14,600	14,400	99	B	4	TOLEDO
PAULDING	7,300	7,200	98	D	4	FT. WAYNE
PERRY	11,100	10,900	98	D	4	COLUMBUS, OH
PICKAWAY	14,600	14,400	99	B	4	COLUMBUS, OH
PIKE	8,400	8,200	97	D	4	CHARLESTON-HUNTINGTON
PORTAGE	46,900	46,400	99	C	4	CLEVELAND
PREBLE	13,800	13,600	99	B	4	DAYTON
PUTNAM	10,700	10,500	98	D	4	TOLEDO
RICHLAND	48,000	47,300	99	C	4	CLEVELAND
ROSS	23,000	22,500	98	C	4	COLUMBUS, OH
SANDUSKY	22,700	22,500	99	C	4	TOLEDO
SCIOTO	30,800	30,100	98	C	4	CHARLESTON-HUNTINGTON
SENECA	21,100	20,800	99	C	4	TOLEDO
SHELBY	15,300	15,100	99	C	4	DAYTON
STARK	138,900	136,800	99	B	4	CLEVELAND
SUMMIT	191,600	189,700	99	B	4	CLEVELAND
TRUMBULL	87,700	86,800	99	B	4	YOUNGSTOWN
TUSCARAWAS	32,500	31,800	98	C	4	CLEVELAND
UNION	10,600	10,400	98	D	4	COLUMBUS, OH
VAN WERT	11,400	11,200	99	D	4	FT. WAYNE
VINTON	4,300	4,200	97	D	4	CHARLESTON-HUNTINGTON
WARREN	34,900	34,400	99	A	4	CINCINNATI
WASHINGTON	23,900	23,200	97	C	4	CHARLESTON-HUNTINGTON
WAYNE	34,400	33,900	97	C	4	CLEVELAND
WILLIAMS	13,400	13,100	98	C	4	TOLEDO
WOOD	38,300	37,800	99	B	4	TOLEDO
WYANDOT	7,800	7,600	98	D	4	TOLEDO
STATE TOTAL	3,958,200	3,904,900	99			

OKLAHOMA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAIR	6,400	6,200	97	D	7	TULSA
ALFALFA	2,900	2,900	98	D	7	OKLAHOMA CITY
ATOKA	4,700	4,600	99	D	7	ARDMORE-ADA
BEAVER	3,000	3,000	99	D	7	WICHITA-HUTCHINSON
BECKHAM	8,400	8,200	98	D	7	OKLAHOMA CITY
BLAINE	5,700	5,600	99	D	7	OKLAHOMA CITY
BRYAN	12,500	12,200	98	D	7	ARDMORE-ADA
CADDO	11,600	11,500	99	D	7	OKLAHOMA CITY
CANADIAN	23,500	23,300	99	B	7	OKLAHOMA CITY
CARTER	17,500	17,300	99	C	7	ARDMORE-ADA
CHEROKEE	11,700	11,500	98	D	7	TULSA
CHOCTAW	6,400	6,200	97	D	7	ARDMORE-ADA
CIMARRON	1,400	1,400	98	D	7	AMARILLO
CLEVELAND	55,400	54,800	99	B	7	OKLAHOMA CITY
COAL	2,300	2,300	99	D	7	ARDMORE-ADA
COMANCHE	36,400	36,100	99	B	7	WICHITA FALLS-LAWTON
COTTON	3,200	3,200	99	D	7	WICHITA FALLS-LAWTON
CRAIG	5,500	5,400	99	D	7	TULSA
CREEK	23,100	22,800	99	B	7	TULSA
CUSTER	11,100	10,900	99	D	7	OKLAHOMA CITY

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

OKLAHOMA (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
DELAWARE	10,000	9,700	97	D	7	TULSA
DEWEY	2,400	2,400	98	D	7	OKLAHOMA CITY
ELLIS	2,300	2,200	97	D	7	OKLAHOMA CITY
GARFIELD	25,900	25,700	99	C	7	OKLAHOMA CITY
GARVIN	11,400	11,300	99	D	7	OKLAHOMA CITY
GRADY	16,100	15,900	99	C	7	OKLAHOMA CITY
GRANT	2,700	2,700	99	D	7	OKLAHOMA CITY
GREER	3,000	2,900	98	D	7	OKLAHOMA CITY
HARMON	1,700	1,700	98	D	7	OKLAHOMA CITY
HARPER	1,900	1,900	99	D	7	OKLAHOMA CITY
HASKELL	4,600	4,500	98	D	7	TULSA
HUGHES	5,700	5,600	99	D	7	OKLAHOMA CITY
JACKSON	10,800	10,700	99	D	7	WICHITA FALLS-LAWTON
JEFFERSON	3,300	3,300	99	D	7	WICHITA FALLS-LAWTON
JOHNSTON	4,100	4,000	98	D	7	ARDMORE-ADA
KAY	20,300	20,100	99	C	7	OKLAHOMA CITY
KINGFISHER	5,700	5,700	99	D	7	OKLAHOMA CITY
KIOWA	5,400	5,300	99	D	7	OKLAHOMA CITY
LATIMER	3,700	3,600	97	D	7	TULSA
LE FLORE	15,900	15,600	98	B	7	FT. SMITH
LINCOLN	11,400	11,300	99	D	7	OKLAHOMA CITY
LOGAN	10,500	10,400	99	D	7	OKLAHOMA CITY
LOVE	3,300	3,200	98	D	7	DALLAS-FT. WORTH
MAJOR	3,500	3,400	97	D	7	OKLAHOMA CITY
MARSHALL	5,000	4,900	99	D	7	ARDMORE-ADA
MAYES	13,300	13,100	99	B	7	TULSA
MC CLAIN	8,000	7,900	99	B	7	OKLAHOMA CITY
MC CURTAIN	13,400	13,100	97	C	7	SHREVEPORT-TEXARKANA
MC INTOSH	6,700	6,600	98	D	7	TULSA
MURRAY	5,100	5,100	99	D	7	OKLAHOMA CITY
MUSKOGEE	26,400	26,000	99	C	7	TULSA
NOBLE	4,700	4,700	99	D	7	OKLAHOMA CITY
NOWATA	4,700	4,700	99	D	7	TULSA
OKFUSKEE	4,500	4,400	98	D	7	TULSA
OKLAHOMA	235,200	233,300	99	B	7	OKLAHOMA CITY
OKMULGEE	15,200	15,000	99	C	7	TULSA
OSAGE	16,100	16,000	99	B	7	TULSA
OTTAWA	12,800	12,700	99	D	7	JOPLIN-PITTSBURG
PAWNEE	6,500	6,400	99	D	7	TULSA
PAYNE	24,300	24,000	99	C	7	OKLAHOMA CITY
PITTSBURG	15,900	15,600	98	C	7	TULSA
PONTOTOC	13,200	13,100	99	D	7	ARDMORE-ADA
POTTAWATOMIE	22,300	22,000	99	B	7	OKLAHOMA CITY
PUSHMATAHA	5,000	4,900	97	D	7	ARDMORE-ADA
ROGER MILLS	2,000	2,000	98	D	7	AMARILLO
ROGERS	18,300	18,100	99	B	7	TULSA
SEMINOLE	10,900	10,800	99	D	7	OKLAHOMA CITY
SEQUOYAH	11,300	11,000	98	B	7	FT. SMITH
STEPHENS	18,300	18,100	99	C	7	WICHITA FALLS-LAWTON
TEXAS	6,500	6,400	99	D	7	AMARILLO
TILLMAN	4,700	4,600	99	D	7	WICHITA FALLS-LAWTON
TULSA	200,600	199,100	99	B	7	TULSA
WAGONER	17,100	16,900	99	B	7	TULSA
WASHINGTON	20,300	20,200	99	C	7	TULSA
WASHITA	5,900	5,700	99	D	7	OKLAHOMA CITY
WOODS	4,300	4,200	98	D	7	OKLAHOMA CITY
WOODWARD	8,900	8,700	98	D	7	OKLAHOMA CITY
STATE TOTAL	1,225,600	1,211,800	99			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

OREGON

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BAKER	6,400	6,000	94	D	9	PORTLAND, OR
BENTON	25,900	24,200	94	C	9	PORTLAND, OR
CLACKAMAS	91,800	88,800	97	B	9	PORTLAND, OR
CLATSOP	13,000	12,300	94	D	9	PORTLAND, OR
COLUMBIA	13,900	13,400	96	C	9	PORTLAND, OR
COOS	24,100	22,300	93	C	9	EUGENE
CROOK	5,200	4,900	95	D	9	PORTLAND, OR
CURRY	7,400	6,800	92	D	9	EUREKA
DESCHUTES	27,200	25,700	94	C	9	BEND
DOUGLAS	35,800	34,100	95	C	9	EUGENE
GILLIAM	800	700	94	D	9	PORTLAND, OR
GRANT	3,100	2,900	97	D	9	BOISE
HARNEY	3,200	2,900	92	D	9	PORTLAND, OR
HOOD RIVER	6,300	5,900	94	D	9	PORTLAND, OR
JACKSON	53,900	52,100	97	C	9	MEDFORD
JEFFERSON	4,600	4,400	95	D	9	PORTLAND, OR
JOSEPHINE	24,500	23,100	94	C	9	MEDFORD
KLAMATH	23,000	22,200	97	C	9	MEDFORD
LAKE	3,100	2,900	93	D	9	MEDFORD
LANE	109,600	105,600	96	B	9	EUGENE
LINCOLN	16,500	15,200	92	D	9	PORTLAND, OR
LINN	35,300	34,000	96	C	9	PORTLAND, OR
MALHEUR	9,900	9,500	96	D	9	BOISE
MARION	80,900	77,700	96	B	9	PORTLAND, OR
MORROW	3,100	2,900	93	D	9	YAKIMA
MULTNOMAH	239,900	231,100	96	B	9	PORTLAND, OR
POLK	17,500	16,900	96	C	9	PORTLAND, OR
SHERMAN	900	800	97	D	9	PORTLAND, OR
TILLAMOOK	9,000	8,400	93	D	9	PORTLAND, OR
UMATILLA	22,900	21,500	94	C	9	YAKIMA
UNION	9,100	8,500	93	D	9	PORTLAND, OR
WALLOWA	3,100	2,900	93	D	9	SPOKANE
WASCO	8,700	8,200	94	D	9	PORTLAND, OR
WASHINGTON	104,900	102,500	98	B	9	PORTLAND, OR
WHEELER	600	600	94	D	9	PORTLAND, OR
YAMHILL	21,600	20,600	95	C	9	PORTLAND, OR
STATE TOTAL	1,066,900	1,022,500	96			

PENNSYLVANIA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNT SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	25,000	24,400	98	B	2	HARRISBURG-YORK-LANCASTER-LEBANON
ALLEGHENY	543,200	535,700	99	A	2	PITTSBURGH
ARMSTRONG	29,100	28,600	98	C	2	PITTSBURGH
BEAVER	73,100	72,200	99	A	2	PITTSBURGH
BEDFORD	17,000	16,500	97	C	2	JOHNSTOWN-ALTOONA
BERKS	119,700	117,600	98	B	2	PHILADELPHIA
BLAIR	49,900	49,000	98	B	2	JOHNSTOWN-ALTOONA
BRADFORD	22,800	22,300	98	C	2	BINGHAMTON
BUCKS	169,200	167,600	99	A	2	PHILADELPHIA
BUTLER	53,500	52,800	99	C	2	PITTSBURGH
CAMBRIA	64,700	63,800	99	B	2	JOHNSTOWN-ALTOONA
CAMERON	2,600	2,600	99	D	2	JOHNSTOWN-ALTOONA
CARBON	20,500	20,100	98	C	2	WILKES BARRE-SCRANTON
CENTRE	38,500	37,400	97	C	2	JOHNSTOWN-ALTOONA
CHESTER	114,600	112,900	99	A	2	PHILADELPHIA
CLARION	15,000	14,700	98	C	2	PITTSBURGH
CLEARFIELD	30,300	29,700	98	C	2	JOHNSTOWN-ALTOONA
CLINTON	14,000	13,700	98	C	2	WILKES BARRE-SCRANTON
COLUMBIA	22,500	22,000	98	C	2	WILKES BARRE-SCRANTON
CRAWFORD	32,300	31,500	97	C	2	ERIE
CUMBERLAND	68,200	67,000	98	B	2	HARRISBURG-YORK-LANCASTER-LEBANON
DAUPHIN	92,300	90,500	98	B	2	HARRISBURG-YORK-LANCASTER-LEBANON
DELAWARE	192,200	190,600	99	A	2	PHILADELPHIA
ELK	13,300	13,000	98	C	2	JOHNSTOWN-ALTOONA
ERIE	100,700	99,300	99	B	2	ERIE

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

PENNSYLVANIA (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
FAYETTE	57,900	56,500	98	B	2	PITTSBURGH
FOREST	1,900	1,900	99	D	2	JOHNSTOWN-ALTOONA
FRANKLIN	42,600	41,200	97	C	2	WASHINGTON, DC
FULTON	4,900	4,700	95	D	2	JOHNSTOWN-ALTOONA
GREENE	14,900	14,500	98	C	2	PITTSBURGH
HUNTINGDON	15,100	14,700	97	C	2	JOHNSTOWN-ALTOONA
INDIANA	32,000	31,300	98	C	2	PITTSBURGH
JEFFERSON	18,200	17,800	98	C	2	JOHNSTOWN-ALTOONA
JUNIATA	7,000	6,700	96	D	2	HARRISBURG-YORK-LANCASTER-LEBANON
LACKAWANNA	82,900	81,800	99	B	2	WILKES BARRE-SCRANTON
LANCASTER	132,600	128,000	97	B	2	HARRISBURG-YORK-LANCASTER-LEBANON
LAWRENCE	38,100	37,600	98	C	2	PITTSBURGH
LEBANON	39,200	38,300	98	B	2	HARRISBURG-YORK-LANCASTER-LEBANON
LEHIGH	106,900	105,300	98	B	2	PHILADELPHIA
LUZERNE	127,600	125,800	99	B	2	WILKES BARRE-SCRANTON
LYCOMING	43,300	41,900	97	C	2	WILKES BARRE-SCRANTON
MC KEAN	18,100	17,600	97	C	2	BUFFALO
MERCER	46,100	45,300	98	C	2	YOUNGSTOWN
MIFFLIN	17,300	16,700	97	C	2	HARRISBURG-YORK-LANCASTER-LEBANON
MONROE	28,600	28,100	98	C	2	PHILADELPHIA
MONTGOMERY	234,900	232,300	99	A	2	PHILADELPHIA
MONTOUR	5,700	5,500	97	D	2	WILKES BARRE-SCRANTON
NORTHAMPTON	83,600	82,200	98	B	2	PHILADELPHIA
NORTHUMBERLAND	38,300	37,200	97	C	2	WILKES BARRE-SCRANTON
PERRY	13,500	13,200	97	B	2	HARRISBURG-YORK-LANCASTER-LEBANON
PHILADELPHIA	597,800	586,800	98	A	2	PHILADELPHIA
PIKE	8,000	7,700	97	D	2	NEW YORK
POTTER	6,200	6,000	97	D	2	BUFFALO
SCHUYLKILL	60,900	59,600	98	B	2	WILKES BARRE-SCRANTON
SNYDER	11,600	11,100	96	D	2	WILKES BARRE-SCRANTON
SOMERSET	29,800	29,100	98	B	2	JOHNSTOWN-ALTOONA
SULLIVAN	2,200	2,100	97	D	2	WILKES BARRE-SCRANTON
SUSQUEHANNA	13,500	13,200	98	C	2	WILKES BARRE-SCRANTON
TIOGA	14,000	13,500	97	C	2	ELMIRA
UNION	10,600	10,100	96	D	2	WILKES BARRE-SCRANTON
VENANGO	23,400	22,700	97	C	2	PITTSBURGH
WARREN	17,100	16,500	97	C	2	BUFFALO
WASHINGTON	78,900	77,700	98	A	2	PITTSBURGH
WAYNE	13,700	13,200	96	C	2	WILKES BARRE-SCRANTON
WESTMORELAND	144,700	142,900	99	A	2	PITTSBURGH
WYOMING	9,700	9,500	98	D	2	WILKES BARRE-SCRANTON
YORK	120,500	118,200	98	B	2	HARRISBURG-YORK-LANCASTER-LEBANON
STATE TOTAL	4,338,200	4,261,500	98			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

RHODE ISLAND

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BRISTOL	16,200	16,100	99	B	1	PROVIDENCE-NEW BEDFORD
KENT	57,900	57,400	99	B	1	PROVIDENCE-NEW BEDFORD
NEWPORT	29,400	29,000	99	C	1	PROVIDENCE-NEW BEDFORD
PROVIDENCE	214,200	211,400	99	B	1	PROVIDENCE-NEW BEDFORD
WASHINGTON	34,200	33,600	98	C	1	PROVIDENCE-NEW BEDFORD
STATE TOTAL	351,900	347,500	99			

SOUTH CAROLINA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ABBEVILLE	8,000	7,800	98	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
AIKEN	39,700	39,100	99	B	3	AUGUSTA
ALLENDALE	3,600	3,500	97	D	3	AUGUSTA
ANDERSON	51,300	50,700	99	C	3	GREENVILLE-SPARTANBURG-ASHEVILLE
BAMBERG	5,800	5,700	98	D	3	AUGUSTA
BARNWELL	6,700	6,600	98	D	3	AUGUSTA
BEAUFORT	22,800	22,400	98	C	3	SAVANNAH
BERKELEY	35,100	34,400	98	B	3	CHARLESTON, SC
CALHOUN	4,100	4,000	97	D	3	COLUMBIA, SC
CHARLESTON	95,300	94,200	99	B	3	CHARLESTON, SC
CHEROKEE	14,100	13,900	99	C	3	GREENVILLE-SPARTANBURG-ASHEVILLE
CHESTER	9,900	9,800	99	D	3	CHARLOTTE
CHESTERFIELD	13,700	13,400	98	C	3	CHARLOTTE
CLARENDON	9,000	8,700	96	D	3	COLUMBIA, SC
COLLETON	10,900	10,600	97	D	3	CHARLESTON, SC
DARLINGTON	21,400	21,000	98	C	3	FLORENCE, SC
DILLON	9,800	9,600	98	D	3	FLORENCE, SC
DORCHESTER	22,500	22,100	98	B	3	CHARLESTON, SC
EDGEFIELD	6,000	5,900	98	D	3	AUGUSTA
FAIRFIELD	6,400	6,200	97	D	3	COLUMBIA, SC
FLORENCE	38,800	38,300	99	C	3	FLORENCE, SC
GEORGETOWN	14,600	14,300	98	C	3	CHARLESTON, SC
GREENVILLE	109,700	108,700	99	B	3	GREENVILLE-SPARTANBURG-ASHEVILLE
GREENWOOD	21,400	21,100	99	C	3	GREENVILLE-SPARTANBURG-ASHEVILLE
HAMPTON	6,400	6,200	97	D	3	SAVANNAH
HORRY	40,500	39,700	98	C	3	FLORENCE, SC
JASPER	5,100	5,000	97	D	3	SAVANNAH
KERSHAW	14,100	13,800	98	C	3	COLUMBIA, SC
LANCASTER	19,100	18,900	99	C	3	CHARLOTTE
LAURENS	17,300	17,100	99	C	3	GREENVILLE-SPARTANBURG-ASHEVILLE
LEE	6,000	5,800	97	D	3	COLUMBIA, SC
LEXINGTON	54,500	53,700	98	B	3	COLUMBIA, SC
MARION	11,400	11,100	98	D	3	FLORENCE, SC
MARLBORO	10,400	10,200	98	D	3	FLORENCE, SC
MC CORMICK	2,400	2,300	98	D	3	AUGUSTA
NEWBERRY	11,400	11,200	98	D	3	COLUMBIA, SC
OCONEE	19,000	18,800	99	C	3	GREENVILLE-SPARTANBURG-ASHEVILLE
ORANGEBURG	27,900	27,100	97	C	3	COLUMBIA, SC
PICKENS	28,900	28,400	99	B	3	GREENVILLE-SPARTANBURG-ASHEVILLE
RICHLAND	91,400	90,500	99	B	3	COLUMBIA, SC
SALUDA	5,800	5,700	98	D	3	AUGUSTA
SPARTANBURG	75,700	74,900	99	B	3	GREENVILLE-SPARTANBURG-ASHEVILLE
SUMTER	28,800	28,300	98	C	3	COLUMBIA, SC
UNION	10,500	10,400	99	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
WILLIAMSBURG	11,800	11,500	97	C	3	CHARLESTON, SC
YORK	38,100	37,600	99	C	3	CHARLOTTE
STATE TOTAL	1,117,300	1,100,400	98			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

SOUTH DAKOTA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
AURORA	1,100	1,100	97	D	6	SIOUX FALLS-MITCHELL
BEADLE	7,400	7,300	98	D	6	SIOUX FALLS-MITCHELL
BENNETT	1,000	1,000	96	D	6	RAPID CITY
BON HOMME	3,000	2,900	98	D	6	SIOUX FALLS-MITCHELL
BROOKINGS	8,600	8,500	99	D	6	SIOUX FALLS-MITCHELL
BROWN	13,900	13,800	99	C	6	SIOUX FALLS-MITCHELL
BRULE	1,900	1,900	98	D	6	SIOUX FALLS-MITCHELL
BUFFALO	400	400	94	D	6	SIOUX FALLS-MITCHELL
BUTTE	3,300	3,200	98	D	6	RAPID CITY
CAMPBELL	800	800	97	D	6	MINOT-BISMARCK-DICKINSON
CHARLES MIX	3,300	3,200	97	D	6	SIOUX FALLS-MITCHELL
CLARK	1,900	1,900	99	D	6	SIOUX FALLS-MITCHELL
CLAY	4,700	4,600	99	D	6	SIOUX FALLS-MITCHELL
CODINGTON	7,900	7,800	99	D	6	SIOUX FALLS-MITCHELL
CORSON	1,500	1,400	95	D	6	MINOT-BISMARCK-DICKINSON
CUSTER	2,900	2,400	97	D	6	RAPID CITY
DAVISON	7,200	7,000	98	C	6	SIOUX FALLS-MITCHELL
DAY	3,000	3,000	99	D	6	SIOUX FALLS-MITCHELL
DEUEL	1,900	1,900	98	D	6	SIOUX FALLS-MITCHELL
DEWEY	1,500	1,400	95	D	6	SIOUX FALLS-MITCHELL
DOUGLAS	1,400	1,400	97	D	6	SIOUX FALLS-MITCHELL
EDMUNDS	1,800	1,800	97	D	6	SIOUX FALLS-MITCHELL
FALL RIVER	3,300	3,200	98	D	6	RAPID CITY
FAULK	1,200	1,200	98	D	6	SIOUX FALLS-MITCHELL
GRANT	3,200	3,100	98	D	6	SIOUX FALLS-MITCHELL
GREGORY	2,100	2,100	98	D	6	SIOUX FALLS-MITCHELL
HAAKON	1,000	1,000	98	D	6	RAPID CITY
HAMLIN	1,900	1,900	98	D	6	SIOUX FALLS-MITCHELL
HAND	1,800	1,800	99	D	6	SIOUX FALLS-MITCHELL
HANSON	1,100	1,100	98	C	6	SIOUX FALLS-MITCHELL
HARDING	600	600	97	D	6	RAPID CITY
HUGHES	5,800	5,700	99	D	6	SIOUX FALLS-MITCHELL
HUTCHINSON	3,400	3,300	98	C	6	SIOUX FALLS-MITCHELL
HYDE	800	800	99	D	6	SIOUX FALLS-MITCHELL
JACKSON	1,200	1,200	97	D	6	RAPID CITY
JERAULD	1,100	1,100	98	D	6	SIOUX FALLS-MITCHELL
JONES	600	600	98	D	6	SIOUX FALLS-MITCHELL
KINGSBURY	2,600	2,600	99	D	6	SIOUX FALLS-MITCHELL
LAKE	4,000	4,000	99	D	6	SIOUX FALLS-MITCHELL
LAWRENCE	7,300	7,200	98	D	6	RAPID CITY
LINCOLN	5,100	5,000	99	D	6	SIOUX FALLS-MITCHELL
LYMAN	1,300	1,300	99	D	6	SIOUX FALLS-MITCHELL
MARSHALL	2,000	1,900	97	D	6	SIOUX FALLS-MITCHELL
MC COOK	2,300	2,300	99	C	6	SIOUX FALLS-MITCHELL
MC PHERSON	1,500	1,500	97	D	6	SIOUX FALLS-MITCHELL
MEADE	7,200	7,100	98	D	6	RAPID CITY
MELLETTE	700	700	96	D	6	SIOUX FALLS-MITCHELL
MINER	1,400	1,400	98	D	6	SIOUX FALLS-MITCHELL
MINNEHAHA	44,100	43,800	99	C	6	SIOUX FALLS-MITCHELL
MOODY	2,400	2,400	99	D	6	SIOUX FALLS-MITCHELL
PENNINGTON	27,900	27,200	99	C	6	RAPID CITY
PERKINS	1,800	1,700	97	D	6	RAPID CITY
POTTER	1,300	1,300	98	D	6	SIOUX FALLS-MITCHELL
ROBERTS	3,700	3,600	98	D	6	SIOUX FALLS-MITCHELL
SANBORN	1,200	1,200	98	D	6	SIOUX FALLS-MITCHELL
SHANNON	2,600	2,400	93	D	6	RAPID CITY
SPINK	3,300	3,300	99	D	6	SIOUX FALLS-MITCHELL
STANLEY	900	900	97	D	6	SIOUX FALLS-MITCHELL
SULLY	700	700	99	D	6	SIOUX FALLS-MITCHELL
TODD	2,000	1,900	95	D	6	SIOUX FALLS-MITCHELL
TRIPP	2,600	2,600	98	D	6	SIOUX FALLS-MITCHELL
TURNER	3,500	3,500	99	D	6	SIOUX FALLS-MITCHELL
UNION	4,300	4,300	99	D	6	SIOUX CITY
WALWORTH	2,600	2,500	97	D	6	MINOT-BISMARCK-DICKINSON
YANKTON	6,900	6,800	98	D	6	SIOUX FALLS-MITCHELL
ZIEBACH	600	600	94	D	6	RAPID CITY
STATE TOTAL	296,900	293,100	99			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

TENNESSEE

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ANDERSON	26,300	26,100	99	B	5	KNOXVILLE
BEDFORD	10,500	10,400	99	D	5	NASHVILLE
BENTON	6,100	6,000	99	D	5	NASHVILLE
BLEDSOE	3,400	3,300	98	D	5	CHATTANOOGA
BLOUNT	30,500	30,300	99	B	5	KNOXVILLE
BRADLEY	25,600	25,400	99	C	5	CHATTANOOGA
CAMPBELL	13,500	13,300	98	C	5	KNOXVILLE
CANNON	4,000	4,000	99	D	5	NASHVILLE
CARROLL	10,400	10,200	99	D	5	JACKSON, TN
CARTER	19,000	18,800	99	B	5	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)
CHEATHAM	8,100	8,000	99	B	5	NASHVILLE
CHESTER	4,600	4,500	99	D	5	MEMPHIS
CLAIBORNE	9,100	8,900	98	D	5	KNOXVILLE
CLAY	3,000	2,900	98	D	5	NASHVILLE
COCKE	10,900	10,600	98	D	5	KNOXVILLE
COFFEE	14,900	14,800	99	C	5	NASHVILLE
CROCKETT	5,400	5,300	99	D	5	MEMPHIS
CUMBERLAND	11,200	11,000	98	D	5	KNOXVILLE
DAVIDSON	186,900	186,000	99	B	5	NASHVILLE
DE KALB	5,[illegible]	5,500	99	D	5	NASHVILLE
DECATUR	4,300	4,200	98	D	5	NASHVILLE
DICKSON	11,600	11,500	99	B	5	NASHVILLE
DYER	13,400	13,300	99	D	5	MEMPHIS
FAYETTE	7,900	7,700	98	D	5	MEMPHIS
FENTRESS	5,500	5,400	98	D	5	KNOXVILLE
FRANKLIN	11,600	11,500	99	D	5	NASHVILLE
GIBSON	18,600	18,400	99	C	5	MEMPHIS
GILES	9,300	9,200	98	D	5	NASHVILLE
GRAINGER	6,100	6,000	98	D	5	KNOXVILLE
GREENE	20,000	19,800	99	C	5	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)
GRUNDY	4,900	4,800	98	D	5	CHATTANOOGA
HAMBLEN	19,000	18,800	99	C	5	KNOXVILLE
HAMILTON	109,300	108,600	99	B	5	CHATTANOOGA
HANCOCK	2,400	2,400	98	D	5	KNOXVILLE
HARDEMAN	8,100	8,000	98	D	5	MEMPHIS
HARDIN	8,700	8,500	98	D	5	JACKSON, TN
HAWKINS	16,900	16,600	99	B	5	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)
HAYWOOD	6,600	6,500	98	D	5	MEMPHIS
HENDERSON	8,400	8,300	98	D	5	JACKSON, TN
HENRY	11,600	11,400	99	D	5	NASHVILLE
HICKMAN	5,500	5,400	99	D	5	NASHVILLE
HOUSTON	2,400	2,400	98	D	5	NASHVILLE
HUMPHREYS	6,100	6,000	99	D	5	NASHVILLE
JACKSON	3,400	3,300	98	D	5	NASHVILLE
JEFFERSON	11,700	11,600	99	D	5	KNOXVILLE
JOHNSON	5,200	5,100	99	D	5	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)
KNOX	126,200	125,300	99	B	5	KNOXVILLE
LAKE	2,600	2,600	98	D	5	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
LAUDERDALE	8,800	8,700	99	D	5	MEMPHIS
LAWRENCE	12,700	12,500	99	D	5	NASHVILLE
LEWIS	3,400	3,400	99	D	5	NASHVILLE
LINCOLN	10,000	9,900	99	D	5	HUNTSVILLE-DECATUR-FLORENCE
LOUDON	11,100	11,000	99	D	5	KNOXVILLE
MACON	6,300	6,200	99	D	5	NASHVILLE
MADISON	28,800	28,500	99	C	5	JACKSON, TN
MARION	9,000	8,900	99	B	5	CHATTANOOGA
MARSHALL	7,600	7,500	99	D	5	NASHVILLE
MAURY	19,500	19,300	99	C	5	NASHVILLE
MC NAIRY	9,100	9,000	98	D	5	MEMPHIS
MCMINN	15,500	15,400	99	C	5	CHATTANOOGA
MEIGS	2,800	2,800	99	D	5	CHATTANOOGA
MONROE	10,500	10,400	99	D	5	KNOXVILLE
MONTGOMERY	30,600	30,400	99	C	5	NASHVILLE
MOORE	1,600	1,600	99	D	5	NASHVILLE
MORGAN	5,900	5,700	99	D	5	KNOXVILLE
OBION	12,300	12,200	99	D	5	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
OVERTON	6,400	6,300	98	D	5	NASHVILLE
PERRY	2,400	2,400	99	D	5	NASHVILLE
PICKETT	1,600	1,600	98	D	5	NASHVILLE
POLK	4,800	4,700	99	D	5	CHATTANOOGA
PUTNAM	18,700	18,500	99	C	5	NASHVILLE
RHEA	9,200	9,100	99	D	5	CHATTANOOGA
ROANE	18,300	18,100	99	C	5	KNOXVILLE
ROBERTSON	13,500	13,400	99	B	5	NASHVILLE
RUTHERFORD	32,300	32,100	99	B	5	NASHVILLE

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

TENNESSEE (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
SCOTT	6,900	6,800	98	D	5	KNOXVILLE
SEQUATCHIE	3,300	3,300	99	B	5	CHATTANOOGA
SEVIER	16,900	16,700	99	C	5	KNOXVILLE
SHELBY	284,600	282,500	99	A	5	MEMPHIS
SMITH	5,700	5,600	99	D	5	NASHVILLE
STEWART	3,400	3,400	99	D	5	NASHVILLE
SULLIVAN	55,600	55,200	99	B	5	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)
SUMNER	32,100	31,800	99	B	5	NASHVILLE
TIPTON	11,400	11,200	99	B	5	MEMPHIS
TROUSDALE	2,600	2,600	99	D	5	NASHVILLE
UNICOI	6,100	6,000	99	B	5	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)
UNION	4,600	4,500	98	B	5	KNOXVILLE
VAN BUREN	1,600	1,600	98	D	5	NASHVILLE
WARREN	12,900	12,600	99	D	5	NASHVILLE
WASHINGTON	33,900	33,700	99	B	5	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)
WAYNE	5,000	4,900	98	D	5	NASHVILLE
WEAKLEY	12,100	11,900	99	D	5	PADUCAH-CP GIRARDEAU-HARRSBRG-MARION
WHITE	7,400	7,300	99	D	5	NASHVILLE
WILLIAMSON	22,100	21,900	99	B	5	NASHVILLE
WILSON	21,600	21,400	99	B	5	NASHVILLE
STATE TOTAL	1,738,400	1,722,400	99			

TEXAS

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ANDERSON	14,400	14,100	98	C	7	DALLAS-FT. WORTH
ANDREWS	5,000	4,900	99	D	7	ODESSA-MIDLAND
ANGELINA	24,500	24,100	99	C	7	TYLER
ARANSAS	6,100	6,000	99	D	7	CORPUS CHRISTI
ARCHER	2,900	2,900	99	B	7	WICHITA FALLS-LAWTON
ARMSTRONG	800	800	99	D	7	AMARILLO
ATASCOSA	9,200	9,000	98	D	7	SAN ANTONIO
AUSTIN	7,300	7,100	97	D	7	HOUSTON
BAILEY	2,700	2,700	99	D	7	LUBBOCK
BANDERA	3,300	3,300	99	D	7	SAN ANTONIO
BASTROP	10,300	10,100	98	D	7	AUSTIN, TX
BAYLOR	2,000	2,000	99	D	7	WICHITA FALLS-LAWTON
BEE	8,900	8,700	98	D	7	CORPUS CHRISTI
BELL	57,800	57,200	99	A	7	WACO-TEMPLE
BEXAR	354,800	350,700	99	B	7	SAN ANTONIO
BLANCO	2,200	2,200	98	D	7	AUSTIN, TX
BORDEN	300	300	98	D	7	LUBBOCK
BOSQUE	6,000	5,900	98	D	7	DALLAS-FT. WORTH
BOWIE	29,200	28,800	99	B	7	SHREVEPORT-TEXARKANA
BRAZORIA	65,300	64,700	99	A	7	HOUSTON
BRAZOS	39,800	39,200	98	C	7	WACO-TEMPLE
BREWSTER	2,700	2,600	97	D	7	ODESSA-MIDLAND
BRISCOE	1,000	1,000	99	D	7	AMARILLO
BROOKS	2,800	2,700	98	D	7	CORPUS CHRISTI
BROWN	13,800	13,500	98	B	7	ABILENE-SWEETWATER
BURLESON	4,700	4,600	97	D	7	WACO-TEMPLE
BURNET	8,300	8,200	99	D	7	AUSTIN, TX
CALDWELL	8,000	7,800	98	D	7	AUSTIN, TX
CALHOUN	7,100	7,000	98	D	7	HOUSTON
CALLAHAN	4,600	4,500	99	B	7	ABILENE-SWEETWATER
CAMERON	68,700	67,700	99	A	7	MCALLEN-BROWNSVILLE (LRGV)
CAMP	3,900	3,800	97	D	7	SHREVEPORT-TEXARKANA
CARSON	2,500	2,500	99	D	7	AMARILLO
CASS	11,300	11,100	98	D	7	SHREVEPORT-TEXARKANA
CASTRO	3,400	3,300	98	D	7	AMARILLO
CHAMBERS	7,600	7,500	99	D	7	HOUSTON
CHEROKEE	14,700	14,400	98	B	7	TYLER
CHILDRESS	2,900	2,800	98	D	7	AMARILLO
CLAY	4,000	4,000	99	B	7	WICHITA FALLS-LAWTON
COCHRAN	1,900	1,900	99	D	7	LUBBOCK

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

TEXAS (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
COKE	1,300	1,300	99	D	7	ABILENE-SWEETWATER
COLEMAN	4,300	4,200	99	D	7	ABILENE-SWEETWATER
COLLIN	58,600	57,900	99	A	7	DALLAS-FT. WORTH
COLLINGSWORTH	1,800	1,700	97	D	7	AMARILLO
COLORADO	7,500	7,300	98	D	7	HOUSTON
COMAL	15,400	15,200	99	B	7	SAN ANTONIO
COMANCHE	5,000	4,900	97	D	7	DALLAS-FT. WORTH
CONCHO	1,100	1,100	99	D	7	ABILENE-SWEETWATER
COOKE	11,100	11,000	99	D	7	DALLAS-FT. WORTH
CORYELL	16,300	16,100	99	B	7	WACO-TEMPLE
COTTLE	1,200	1,200	98	D	7	AMARILLO
CRANE	1,800	1,800	99	D	7	ODESSA-MIDLAND
CROCKETT	1,900	1,800	98	D	7	ODESSA-MIDLAND
CROSBY	2,900	2,900	99	D	7	LUBBOCK
CULBERSON	1,000	1,000	97	D	7	EL PASO
DALLAM	2,500	2,500	98	D	7	AMARILLO
DALLAS	644,200	639,300	99	A	7	DALLAS-FT. WORTH
DAWSON	5,400	5,300	99	D	7	LUBBOCK
DE WITT	7,200	7,000	97	D	7	SAN ANTONIO
DEAF SMITH	6,700	6,600	99	D	7	AMARILLO
DELTA	1,900	1,900	98	D	7	DALLAS-FT. WORTH
DENTON	59,200	58,600	99	A	7	DALLAS-FT. WORTH
DICKENS	1,400	1,400	99	D	7	LUBBOCK
DIMMIT	3,600	3,400	96	D	7	SAN ANTONIO
DONLEY	1,600	1,600	98	D	7	AMARILLO
DUVAL	4,100	4,000	97	D	7	CORPUS CHRISTI
EASTLAND	8,200	8,000	98	D	7	ABILENE-SWEETWATER
ECTOR	48,200	47,800	99	B	7	ODESSA-MIDLAND
EDWARDS	700	700	96	D	7	SAN ANTONIO
EL PASO	160,900	159,500	99	B	7	EL PASO
ELLIS	22,300	22,000	99	A	7	DALLAS-FT. WORTH
ERATH	10,000	9,900	99	D	7	DALLAS-FT. WORTH
FALLS	7,200	7,100	96	D	7	WACO-TEMPLE
FANNIN	10,000	9,800	98	D	7	DALLAS-FT. WORTH
FAYETTE	8,200	7,800	95	D	7	AUSTIN, TX
FISHER	2,200	2,200	98	D	7	ABILENE-SWEETWATER
FLOYD	3,300	3,300	99	D	7	LUBBOCK
FOARD	900	900	99	D	7	WICHITA FALLS-LAWTON
FORT BEND	53,900	53,100	99	A	7	HOUSTON
FRANKLIN	3,000	2,900	98	D	7	SHREVEPORT-TEXARKANA
FREESTONE	6,100	6,000	98	D	7	DALLAS-FT. WORTH
FRIO	4,200	4,100	97	D	7	SAN ANTONIO
GAINES	4,600	4,600	99	D	7	LUBBOCK
GALVESTON	75,700	74,900	99	A	7	HOUSTON
GARZA	1,900	1,900	99	D	7	LUBBOCK
GILLESPIE	5,900	5,800	97	D	7	SAN ANTONIO
GLASSCOCK	400	400	99	D	7	ODESSA-MIDLAND
GOLIAD	1,900	1,800	97	D	7	SAN ANTONIO
GONZALES	6,100	6,000	98	D	7	SAN ANTONIO
GRAY	10,700	10,600	99	D	7	AMARILLO
GRAYSON	36,500	36,000	99	C	7	DALLAS-FT. WORTH
GREGG	41,500	41,000	99	C	7	SHREVEPORT-TEXARKANA
GRIMES	5,400	5,300	97	D	7	HOUSTON
GUADALUPE	18,200	17,900	98	B	7	SAN ANTONIO
HALE	13,200	13,100	99	C	7	LUBBOCK
HALL	2,200	2,100	97	D	7	AMARILLO
HAMILTON	3,800	3,700	98	D	7	DALLAS-FT. WORTH
HANSFORD	2,300	2,300	99	D	7	AMARILLO
HARDEMAN	2,500	2,500	98	D	7	WICHITA FALLS-LAWTON
HARDIN	15,600	15,400	98	B	7	BEAUMONT-PORT ARTHUR
HARRIS	1,027,200	1,017,800	99	A	7	HOUSTON
HARRISON	19,800	19,500	98	C	7	SHREVEPORT-TEXARKANA
HARTLEY	1,400	1,400	99	D	7	AMARILLO
HASKELL	3,000	3,000	99	D	7	ABILENE-SWEETWATER
HAYS	14,600	14,400	98	B	7	AUSTIN, TX
HEMPHILL	2,300	2,300	99	D	7	AMARILLO
HENDERSON	19,400	19,000	98	C	7	DALLAS-FT. WORTH
HIDALGO	91,000	89,400	98	A	7	MCALLEN-BROWNSVILLE (LRGV)
HILL	10,200	10,000	98	D	7	DALLAS-FT. WORTH
HOCKLEY	8,400	8,300	99	D	7	LUBBOCK
HOOD	9,000	8,900	99	A	7	DALLAS-FT. WORTH
HOPKINS	10,300	10,100	98	D	7	DALLAS-FT. WORTH
HOUSTON	8,200	8,000	97	D	7	TYLER
HOWARD	12,100	12,000	99	D	7	ODESSA-MIDLAND
HUDSPETH	800	800	96	D	7	EL PASO

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

TEXAS (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
HUNT	22,100	21,800	99	C	7	DALLAS-FT. WORTH
HUTCHINSON	10,700	10,600	99	D	7	AMARILLO
IRION	500	500	97	D	7	SAN ANGELO
JACK	3,100	3,100	99	D	7	DALLAS-FT. WORTH
JACKSON	5,100	5,000	98	D	7	HOUSTON
JASPER	12,000	11,800	98	D	7	BEAUMONT-PORT ARTHUR
JEFF DAVIS	600	600	96	D	7	ODESSA-MIDLAND
JEFFERSON	94,900	94,200	99	B	7	BEAUMONT-PORT ARTHUR
JIM HOGG	1,900	1,800	97	D	7	CORPUS CHRISTI
JIM WELLS	12,300	12,100	98	C	7	CORPUS CHRISTI
JOHNSON	27,400	27,100	99	A	7	DALLAS-FT. WORTH
JONES	6,600	6,500	99	B	7	ABILENE-SWEETWATER
KARNES	4,800	4,700	98	D	7	SAN ANTONIO
KAUFMAN	14,900	14,600	98	A	7	DALLAS-FT. WORTH
KENDALL	4,400	4,300	98	D	7	SAN ANTONIO
KENEDY	200	200	99	D	7	CORPUS CHRISTI
KENT	400	400	99	D	7	LUBBOCK
KERR	12,800	12,500	98	D	7	SAN ANTONIO
KIMBLE	1,600	1,500	96	D	7	ABILENE-SWEETWATER
KING	200	200	97	D	7	ABILENE-SWEETWATER
KINNEY	800	800	95	D	7	SAN ANTONIO
KLEBERG	10,900	10,600	99	D	7	CORPUS CHRISTI
KNOX	1,900	1,900	98	D	7	WICHITA FALLS-LAWTON
LA SALLE	1,900	1,800	97	D	7	SAN ANTONIO
LAMAR	17,000	16,400	97	C	7	DALLAS-FT. WORTH
LAMB	6,700	6,600	99	D	7	LUBBOCK
LAMPASAS	4,900	4,700	99	D	7	WACO-TEMPLE
LAVACA	7,600	7,300	96	D	7	SAN ANTONIO
LEE	4,600	4,500	98	D	7	AUSTIN, TX
LEON	4,400	4,300	97	D	7	WACO-TEMPLE
LIBERTY	19,100	18,900	98	A	7	HOUSTON
LIMESTONE	7,600	7,400	98	D	7	DALLAS-FT. WORTH
LIPSCOMB	1,900	1,900	97	D	7	AMARILLO
LIVE OAK	3,800	3,700	98	D	7	SAN ANTONIO
LLANO	4,900	4,800	98	D	7	AUSTIN, TX
LOVING	100	100	98	D	7	ODESSA-MIDLAND
LUBBOCK	80,400	79,700	99	B	7	LUBBOCK
LYNN	2,900	2,800	99	D	7	LUBBOCK
MADISON	3,500	3,400	97	D	7	WACO-TEMPLE
MARION	4,400	4,300	98	D	7	SHREVEPORT-TEXARKANA
MARTIN	1,600	1,600	99	D	7	ODESSA-MIDLAND
MASON	1,500	1,400	96	D	7	AUSTIN, TX
MATAGORDA	15,300	15,000	98	C	7	HOUSTON
MAVERICK	9,500	9,000	95	D	7	SAN ANTONIO
MC CULLOCH	3,900	3,400	97	D	7	ABILENE-SWEETWATER
MC LENNAN	67,000	66,300	99	B	7	WACO-TEMPLE
MCMULLEN	300	300	98	D	7	SAN ANTONIO
MEDINA	8,200	8,000	98	D	7	SAN ANTONIO
MENARD	900	900	95	D	7	ABILENE-SWEETWATER
MIDLAND	34,200	33,900	99	A	7	ODESSA-MIDLAND
MILAM	8,800	8,600	98	D	7	WACO-TEMPLE
MILLS	2,000	1,900	97	D	7	WACO-TEMPLE
MITCHELL	3,400	3,300	98	D	7	ABILENE-SWEETWATER
MONTAGUE	7,300	7,200	99	D	7	WICHITA FALLS-LAWTON
MONTGOMERY	55,800	54,800	98	A	7	HOUSTON
MOORE	6,100	6,100	99	D	7	AMARILLO
MORRIS	5,700	5,600	99	D	7	SHREVEPORT-TEXARKANA
MOTLEY	900	800	97	D	7	LUBBOCK
NACOGDOCHES	18,400	17,900	98	C	7	SHREVEPORT-TEXARKANA
NAVARRO	14,600	14,300	98	C	7	DALLAS-FT. WORTH
NEWTON	5,000	4,900	97	D	7	BEAUMONT-PORT ARTHUR
NOLAN	6,600	6,500	99	B	7	ABILENE-SWEETWATER
NUECES	94,800	93,700	99	B	7	CORPUS CHRISTI
OCHILTREE	3,700	3,700	99	D	7	AMARILLO
OLDHAM	700	700	99	D	7	AMARILLO
ORANGE	30,900	30,200	99	B	7	BEAUMONT-PORT ARTHUR
PALO PINTO	9,000	8,900	98	D	7	DALLAS-FT. WORTH
PANOLA	8,300	8,100	98	D	7	SHREVEPORT-TEXARKANA
PARKER	18,300	18,100	99	A	7	DALLAS-FT. WORTH
PARMER	3,900	3,800	99	D	7	AMARILLO
PECOS	4,700	4,600	98	D	7	ODESSA-MIDLAND
POLK	10,700	10,400	97	D	7	HOUSTON
POTTER	40,500	40,200	99	B	7	AMARILLO
PRESIDIO	1,900	1,800	96	D	7	ODESSA-MIDLAND
RAINS	2,300	2,300	98	D	7	DALLAS-FT. WORTH

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

TEXAS (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
RANDALL	31,400	31,300	99	B	7	AMARILLO
REAGAN	1,500	1,500	99	D	7	ODESSA-MIDLAND
REAL	900	900	99	D	7	SAN ANTONIO
RED RIVER	6,400	6,200	97	D	7	SHREVEPORT-TEXARKANA
REEVES	5,000	4,900	98	D	7	ODESSA-MIDLAND
REFUGIO	3,300	3,300	99	D	7	CORPUS CHRISTI
ROBERTS	400	400	99	D	7	AMARILLO
ROBERTSON	5,900	5,800	98	D	7	WACO-TEMPLE
ROCKWALL	6,400	6,300	98	A	7	DALLAS-FT. WORTH
RUNNELS	4,700	4,600	99	D	7	ABILENE-SWEETWATER
RUSK	16,100	15,800	98	C	7	SHREVEPORT-TEXARKANA
SABINE	3,700	3,600	97	D	7	BEAUMONT-PORT ARTHUR
SAN AUGUSTINE	3,500	3,400	97	D	7	BEAUMONT-PORT ARTHUR
SAN JACINTO	5,300	5,100	96	D	7	HOUSTON
SAN PATRICIO	19,900	19,500	98	B	7	CORPUS CHRISTI
SAN SABA	2,500	2,400	98	D	7	WACO-TEMPLE
SCHLEICHER	1,000	1,000	98	D	7	SAN ANGELO
SCURRY	7,100	7,000	99	D	7	LUBBOCK
SHACKELFORD	1,700	1,700	98	D	7	ABILENE-SWEETWATER
SHELBY	9,300	9,100	98	D	7	SHREVEPORT-TEXARKANA
SHERMAN	1,100	1,100	99	D	7	AMARILLO
SMITH	52,400	51,700	99	B	7	TYLER
SOMERVELL	1,900	1,900	99	D	7	DALLAS-FT. WORTH
STARR	8,300	8,000	97	D	7	MCALLEN-BROWNSVILLE (LRGV)
STEPHENS	4,500	4,400	98	D	7	ABILENE-SWEETWATER
STERLING	400	400	98	D	7	ABILENE-SWEETWATER
STONEWALL	1,000	1,000	99	D	7	ABILENE-SWEETWATER
SUTTON	2,000	1,900	96	D	7	SAN ANGELO
SWISHER	3,400	3,400	99	D	7	AMARILLO
TARRANT	348,800	346,100	99	A	7	DALLAS-FT. WORTH
TAYLOR	42,600	42,200	99	B	7	ABILENE-SWEETWATER
TERRELL	600	600	96	D	7	ODESSA-MIDLAND
TERRY	5,200	5,100	99	D	7	LUBBOCK
THROCKMORTON	900	900	98	D	7	WICHITA FALLS-LAWTON
TITUS	8,500	8,300	98	D	7	SHREVEPORT-TEXARKANA
TOM GREEN	34,000	33,600	99	C	7	SAN ANGELO
TRAVIS	186,200	184,100	99	B	7	AUSTIN, TX
TRINITY	4,200	4,100	96	D	7	HOUSTON
TYLER	6,600	6,400	97	D	7	BEAUMONT-PORT ARTHUR
UPSHUR	11,900	11,600	99	D	7	SHREVEPORT-TEXARKANA
UPTON	1,600	1,600	99	D	7	ODESSA-MIDLAND
UVALDE	7,700	7,500	99	D	7	SAN ANTONIO
VAL VERDE	11,900	11,500	97	C	7	SAN ANTONIO
VAN ZANDT	13,300	13,000	98	D	7	DALLAS-FT. WORTH
VICTORIA	26,400	25,900	98	C	7	VICTORIA
WALKER	14,000	13,600	97	C	7	HOUSTON
WALLER	6,600	6,500	98	A	7	HOUSTON
WARD	5,100	5,000	99	B	7	ODESSA-MIDLAND
WASHINGTON	8,500	8,200	97	D	7	HOUSTON
WEBB	30,200	29,600	98	C	7	LAREDO
WHARTON	15,200	14,900	98	C	7	HOUSTON
WHEELER	3,100	3,000	97	D	7	AMARILLO
WICHITA	45,100	44,800	99	B	7	WICHITA FALLS-LAWTON
WILBARGER	6,100	6,100	99	D	7	WICHITA FALLS-LAWTON
WILLACY	4,900	4,800	98	D	7	MCALLEN-BROWNSVILLE (LRGV)
WILLIAMSON	31,200	30,700	98	B	7	AUSTIN, TX
WILSON	6,300	6,100	97	D	7	SAN ANTONIO
WINKLER	3,600	3,600	99	D	7	ODESSA-MIDLAND
WISE	10,900	10,700	99	A	7	DALLAS-FT. WORTH
WOOD	10,400	10,200	98	D	7	DALLAS-FT. WORTH
YOAKUM	3,100	3,100	99	D	7	LUBBOCK
YOUNG	8,500	8,400	99	D	7	WICHITA FALLS-LAWTON
ZAPATA	2,400	2,300	95	D	7	LAREDO
ZAVALA	3,200	3,100	96	D	7	SAN ANTONIO
STATE TOTAL	5,600,400	5,532,900	99			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

UTAH

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BEAVER	1,400	1,400	97	D	8	SALT LAKE CITY
BOX ELDER	10,400	10,300	99	D	8	SALT LAKE CITY
CACHE	19,400	18,900	98	C	8	SALT LAKE CITY
CARBON	8,400	8,200	97	D	8	SALT LAKE CITY
DAGGETT	200	200	93	D	8	SALT LAKE CITY
DAVIS	46,400	46,200	99	B	8	SALT LAKE CITY
DUCHESNE	4,000	3,800	96	D	8	SALT LAKE CITY
EMERY	4,100	4,000	98	D	8	SALT LAKE CITY
GARFIELD	1,200	1,100	92	D	8	SALT LAKE CITY
GRAND	3,200	2,900	92	D	8	SALT LAKE CITY
IRON	6,000	5,700	94	D	8	SALT LAKE CITY
JUAB	1,700	1,700	98	D	8	SALT LAKE CITY
KANE	1,600	1,400	90	D	8	SALT LAKE CITY
MILLARD	3,100	3,000	97	D	8	SALT LAKE CITY
MORGAN	1,500	1,500	97	D	8	SALT LAKE CITY
PIUTE	400	400	97	D	8	SALT LAKE CITY
RICH	800	800	96	D	8	SALT LAKE CITY
SALT LAKE	226,100	222,900	99	B	8	SALT LAKE CITY
SAN JUAN	3,400	3,100	92	D	8	SALT LAKE CITY
SANPETE	4,900	4,800	98	D	8	SALT LAKE CITY
SEVIER	5,000	4,900	98	D	8	SALT LAKE CITY
SUMMIT	4,200	4,100	98	D	8	SALT LAKE CITY
TOOELE	8,500	8,400	99	B	8	SALT LAKE CITY
UINTAH	7,200	6,900	96	D	8	SALT LAKE CITY
UTAH	67,500	66,300	98	B	8	SALT LAKE CITY
WASATCH	3,000	2,900	97	D	8	SALT LAKE CITY
WASHINGTON	9,200	8,700	94	D	8	SALT LAKE CITY
WAYNE	600	600	98	D	8	SALT LAKE CITY
WEBER	51,100	50,400	99	B	8	SALT LAKE CITY
STATE TOTAL	504,700	495,500	98			

VERMONT

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADDISON	10,200	9,900	97	D	1	BURLINGTON-PLATTSBURGH
BENNINGTON	12,900	12,600	97	D	1	ALBANY-SCHENECTADY-TROY
CALEDONIA	9,700	9,500	98	D	1	BURLINGTON-PLATTSBURGH
CHITTENDEN	41,700	41,000	98	B	1	BURLINGTON-PLATTSBURGH
ESSEX	2,200	2,200	98	D	1	PORTLAND-POLAND SPRING
FRANKLIN	12,100	12,000	99	B	1	BURLINGTON-PLATTSBURGH
GRAND ISLE	1,800	1,800	99	B	1	BURLINGTON-PLATTSBURGH
LAMOILLE	6,400	6,300	98	D	1	BURLINGTON-PLATTSBURGH
ORANGE	8,500	8,300	97	D	1	BURLINGTON-PLATTSBURGH
ORLEANS	8,400	8,300	98	D	1	BURLINGTON-PLATTSBURGH
RUTLAND	21,700	21,100	97	C	1	BURLINGTON-PLATTSBURGH
WASHINGTON	19,600	19,200	98	C	1	BURLINGTON-PLATTSBURGH
WINDHAM	15,000	14,300	95	C	1	BOSTON
WINDSOR	20,400	19,800	97	C	1	BURLINGTON-PLATTSBURGH
STATE TOTAL	190,600	186,300	98			

VIRGINIA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ACCOMACK	11,700	11,400	98	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
ALBEMARLE	36,300	35,800	98	C	3	RICHMOND (CHARLOTTESVILLE)
ALLEGHANY	10,100	10,000	99	D	3	ROANOKE-LYNCHBURG
AMELIA	2,900	2,700	97	D	3	RICHMOND (CHARLOTTESVILLE)
AMHERST	9,900	9,600	98	B	3	ROANOKE-LYNCHBURG
APPOMATTOX	4,400	4,300	99	B	3	ROANOKE-LYNCHBURG
ARLINGTON	124,100	123,400	99	A	3	WASHINGTON, DC
AUGUSTA	32,900	32,400	99	C	3	RICHMOND (CHARLOTTESVILLE)
BATH	2,100	2,100	98	D	3	ROANOKE-LYNCHBURG
BEDFORD	14,600	14,400	98	B	3	ROANOKE-LYNCHBURG

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

VIRGINIA (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BLAND	2,300	2,200	97	D	3	ROANOKE-LYNCHBURG
BOTETOURT	8,800	8,700	99	B	3	ROANOKE-LYNCHBURG
BRUNSWICK	5,100	5,000	98	D	3	RICHMOND (CHARLOTTESVILLE)
BUCHANAN	12,700	12,400	97	C	3	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)
BUCKINGHAM	4,000	3,900	97	D	3	RICHMOND (CHARLOTTESVILLE)
CAMPBELL	40,900	40,400	99	B	3	ROANOKE-LYNCHBURG
CAROLINE	6,100	6,000	98	D	3	RICHMOND (CHARLOTTESVILLE)
CARROLL	12,600	12,300	98	D	3	ROANOKE-LYNCHBURG
CHARLES CITY	2,100	2,000	97	B	3	RICHMOND (CHARLOTTESVILLE)
CHARLOTTE	4,100	4,000	98	D	3	ROANOKE-LYNCHBURG
CHESAPEAKE CITY	40,700	40,300	99	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
CHESTERFIELD	55,100	54,800	99	B	3	RICHMOND (CHARLOTTESVILLE)
CLARKE	3,700	3,700	99	D	3	WASHINGTON, DC
CRAIG	1,500	1,500	98	B	3	ROANOKE-LYNCHBURG
CULPEPER	8,200	8,100	99	D	3	WASHINGTON, DC
CUMBERLAND	2,900	2,800	97	D	3	RICHMOND (CHARLOTTESVILLE)
DICKENSON	7,000	6,900	98	D	3	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)
DINWIDDIE	27,400	26,900	98	B	3	RICHMOND (CHARLOTTESVILLE)
ESSEX	3,100	3,000	98	D	3	RICHMOND (CHARLOTTESVILLE)
FAIRFAX	247,900	246,900	99	A	3	WASHINGTON, DC
FAUQUIER	13,500	13,300	99	C	3	WASHINGTON, DC
FLOYD	4,500	4,400	98	D	3	ROANOKE-LYNCHBURG
FLUVANNA	4,000	3,900	98	D	3	RICHMOND (CHARLOTTESVILLE)
FRANKLIN	12,800	12,600	98	C	3	ROANOKE-LYNCHBURG
FREDERICK	20,600	20,400	99	C	3	WASHINGTON, DC
GILES	6,200	6,100	99	D	3	ROANOKE-LYNCHBURG
GLOUCESTER	8,300	8,200	99	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
GOOCHLAND	4,100	4,000	98	B	3	RICHMOND (CHARLOTTESVILLE)
GRAYSON	6,100	6,000	98	D	3	GREENSBORO-WINSTON SALEM-HIGH POINT
GREENE	3,000	2,900	96	D	3	RICHMOND (CHARLOTTESVILLE)
GREENSVILLE	5,200	5,100	98	D	3	RICHMOND (CHARLOTTESVILLE)
HALIFAX	12,300	12,000	98	C	3	ROANOKE-LYNCHBURG
HAMPTON CITY	43,700	43,400	99	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
HANOVER	18,000	17,700	98	B	3	RICHMOND (CHARLOTTESVILLE)
HENRICO	72,900	72,200	99	B	3	RICHMOND (CHARLOTTESVILLE)
HENRY	27,100	26,800	99	C	3	ROANOKE-LYNCHBURG
HIGHLAND	1,100	1,100	98	D	3	ROANOKE-LYNCHBURG
ISLE OF WIGHT	7,500	7,400	99	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
JAMES CITY	11,700	11,500	99	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
KING AND QUEEN	2,100	2,000	97	D	3	RICHMOND (CHARLOTTESVILLE)
KING GEORGE	3,800	3,800	99	D	3	WASHINGTON, DC
KING WILLIAM	3,500	3,500	99	D	3	RICHMOND (CHARLOTTESVILLE)
LANCASTER	4,100	4,000	98	D	3	RICHMOND (CHARLOTTESVILLE)
LEE	9,400	9,200	97	D	3	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)
LOUDOUN	21,900	21,600	99	A	3	WASHINGTON, DC
LOUISA	6,600	6,400	98	D	3	RICHMOND (CHARLOTTESVILLE)
LUNENBURG	4,300	4,200	98	D	3	RICHMOND (CHARLOTTESVILLE)
MADISON	3,700	3,600	98	D	3	RICHMOND (CHARLOTTESVILLE)
MATHEWS	3,400	3,300	98	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
MECKLENBURG	10,300	10,100	98	D	3	RALEIGH-DURHAM
MIDDLESEX	3,200	3,100	98	D	3	RICHMOND (CHARLOTTESVILLE)
MONTGOMERY	26,700	26,400	99	C	3	ROANOKE-LYNCHBURG
NELSON	4,300	4,200	98	D	3	ROANOKE-LYNCHBURG
NEW KENT	3,700	3,600	98	D	3	RICHMOND (CHARLOTTESVILLE)
NEWPORT NEWS CITY	54,800	54,400	99	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
NORFOLK CITY	85,300	84,500	99	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
NORTHAMPTON	5,700	5,600	98	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
NORTHUMBERLAND	4,000	3,900	98	D	3	RICHMOND (CHARLOTTESVILLE)
NOTTOWAY	5,200	5,100	98	D	3	RICHMOND (CHARLOTTESVILLE)
ORANGE	7,000	6,800	98	D	3	RICHMOND (CHARLOTTESVILLE)
PAGE	7,300	7,300	99	C	3	WASHINGTON, DC
PATRICK	6,500	6,400	98	D	3	GREENSBORO-WINSTON SALEM-HIGH POINT
PITTSYLVANIA	41,300	40,700	99	C	3	ROANOKE-LYNCHBURG
PORTSMOUTH CITY	36,900	36,600	99	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
POWHATAN	4,200	4,100	98	B	3	RICHMOND (CHARLOTTESVILLE)
PRINCE EDWARD	5,000	4,900	98	D	3	RICHMOND (CHARLOTTESVILLE)
PRINCE GEORGE	15,500	15,400	99	C	3	RICHMOND (CHARLOTTESVILLE)
PRINCE WILLIAM	57,500	57,100	99	A	3	WASHINGTON, DC
PULASKI	13,100	12,900	99	C	3	ROANOKE-LYNCHBURG
RAPPAHANNOCK	2,500	2,500	98	D	3	WASHINGTON, DC
RICHMOND	2,400	2,600	98	D	3	RICHMOND (CHARLOTTESVILLE)
RICHMOND CITY	85,300	84,500	99	B	3	RICHMOND (CHARLOTTESVILLE)
ROANOKE	76,100	75,400	99	B	3	ROANOKE-LYNCHBURG
ROCKBRIDGE	10,900	10,600	98	D	3	ROANOKE-LYNCHBURG
ROCKINGHAM	27,000	26,600	99	C	3	HARRISONBURG

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

VIRGINIA (cont.)

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
RUSSELL	12,000	11,900	98	D	3	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)
SCOTT	8,700	8,500	97	D	3	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)
SHENANDOAH	11,000	10,900	99	D	3	WASHINGTON, DC
SMYTH	11,900	11,700	99	D	3	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)
SOUTHAMPTON	7,900	7,700	98	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
SPOTSYLVANIA	19,100	18,900	99	C	3	WASHINGTON, DC
STAFFORD	14,900	14,300	99	C	3	WASHINGTON, DC
SUFFOLK CITY	16,400	16,100	98	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
SURRY	2,000	2,000	98	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
SUSSEX	3,600	3,500	97	D	3	RICHMOND (CHARLOTTESVILLE)
TAZEWELL	18,300	18,000	99	C	3	BLUEFIELD-BECKLEY-OAK HILL
VA BEACH CITY	102,500	101,800	99	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
WARREN	8,900	8,600	98	D	3	WASHINGTON, DC
WASHINGTON	24,200	23,900	99	B	3	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)
WESTMORELAND	5,600	5,500	98	D	3	WASHINGTON, DC
WISE	17,100	16,800	98	C	3	BRISTOL-KINGSPT-JOHNSN CTY (TRI CTY)
WYTHE	9,500	9,300	98	D	3	ROANOKE-LYNCHBURG
YORK	15,200	15,000	99	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
STATE TOTAL	2,000,600	1,978,100	99			

WASHINGTON

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	4,900	4,700	97	D	9	SPOKANE
ASOTIN	6,800	6,600	97	D	9	SPOKANE
BENTON	47,100	45,600	97	C	9	YAKIMA
CHELAN	18,600	17,800	96	C	9	SPOKANE
CLALLAM	22,000	21,100	96	C	9	SEATTLE-TACOMA
CLARK	77,700	75,700	97	B	9	PORTLAND, OR
COLUMBIA	1,600	1,500	93	D	9	SPOKANE
COWLITZ	31,500	30,500	97	C	9	PORTLAND, OR
DOUGLAS	9,000	8,700	97	D	9	SPOKANE
FERRY	2,200	2,100	93	D	9	SPOKANE
FRANKLIN	13,700	13,300	97	C	9	YAKIMA
GARFIELD	1,000	900	95	D	9	SPOKANE
GRANT	18,300	17,600	96	C	9	SPOKANE
GRAYS HARBOR	26,100	24,500	94	C	9	SEATTLE-TACOMA
ISLAND	18,300	17,900	98	C	9	SEATTLE-TACOMA
JEFFERSON	7,400	7,100	96	D	9	SEATTLE-TACOMA
KING	529,900	511,600	97	A	9	SEATTLE-TACOMA
KITSAP	60,800	59,300	98	B	9	SEATTLE-TACOMA
KITTITAS EAST	6,900	6,500	94	D	9	YAKIMA
KITTITAS WEST	2,400	2,300	94	D	9	SEATTLE-TACOMA
KLICKITAT	6,400	6,000	93	D	9	PORTLAND, OR
LEWIS	22,400	21,300	95	C	9	SEATTLE-TACOMA
LINCOLN	3,800	3,700	97	D	9	SPOKANE
MASON	13,500	13,100	97	D	9	SEATTLE-TACOMA
OKANOGAN	12,400	11,700	94	D	9	SPOKANE
PACIFIC	7,300	6,900	94	D	9	SEATTLE-TACOMA
PEND OREILLE	3,400	3,300	96	D	9	SPOKANE
PIERCE	192,500	187,600	97	A	9	SEATTLE-TACOMA
SAN JUAN	4,000	3,800	96	D	9	SEATTLE-TACOMA
SKAGIT	26,900	25,900	96	C	9	SEATTLE-TACOMA
SKAMANIA	3,300	3,100	95	D	9	PORTLAND, OR
SNOHOMISH	137,900	134,100	97	A	9	SEATTLE-TACOMA
SPOKANE	137,900	133,500	97	B	9	SPOKANE
STEVENS	11,600	11,000	95	D	9	SPOKANE
THURSTON	94,600	93,100	97	C	9	SEATTLE-TACOMA
WAHKIAKUM	1,400	1,300	95	D	9	PORTLAND, OR
WALLA WALLA	17,900	16,800	94	C	9	YAKIMA
WHATCOM	43,100	41,300	96	C	9	SEATTLE-TACOMA
WHITMAN	13,600	13,000	96	C	9	SPOKANE
YAKIMA	66,100	63,200	96	B	9	YAKIMA
STATE TOTAL	1,685,600	1,628,600	97			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

WEST VIRGINIA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BARBOUR	6,130	6,000	98	D	3	CLARKSBURG-WESTON
BERKELEY	18,390	18,100	99	C	3	WASHINGTON, DC
BOONE	10,730	10,600	99	D	3	CHARLESTON-HUNTINGTON
BRAXTON	5,100	5,000	97	D	3	CLARKSBURG-WESTON
BROOKE	10,730	10,700	99	B	3	WHEELING-STEUBENVILLE
CABELL	40,100	40,000	99	B	3	CHARLESTON-HUNTINGTON
CALHOUN	3,230	3,100	96	D	3	CHARLESTON-HUNTINGTON
CLAY	4,230	4,100	98	D	3	CHARLESTON-HUNTINGTON
DODDRIDGE	2,600	2,500	98	D	3	CLARKSBURG-WESTON
FAYETTE	21,430	21,100	99	C	3	BLUEFIELD-BECKLEY-OAK HILL
GILMER	3,030	2,900	98	D	3	CLARKSBURG-WESTON
GRANT	3,830	3,700	97	D	3	HARRISONBURG
GREENBRIER	14,200	13,900	98	C	3	BLUEFIELD-BECKLEY-OAK HILL
HAMPSHIRE	5,500	5,400	98	D	3	WASHINGTON, DC
HANCOCK	14,830	14,800	99	C	3	PITTSBURGH
HARDY	3,630	3,500	96	D	3	HARRISONBURG
HARRISON	28,900	28,600	99	C	3	CLARKSBURG-WESTON
JACKSON	9,230	9,100	99	D	3	CHARLESTON-HUNTINGTON
JEFFERSON	11,500	11,400	99	D	3	WASHINGTON, DC
KANAWHA	88,030	87,300	99	B	3	CHARLESTON-HUNTINGTON
LEWIS	6,800	6,700	98	D	3	CLARKSBURG-WESTON
LINCOLN	8,030	7,900	99	B	3	CHARLESTON-HUNTINGTON
LOGAN	17,330	17,100	99	C	3	CHARLESTON-HUNTINGTON
MARION	25,000	24,700	99	C	3	PITTSBURGH
MARSHALL	15,030	14,900	99	B	3	WHEELING-STEUBENVILLE
MASON	10,130	10,000	99	D	3	CHARLESTON-HUNTINGTON
MC DOWELL	16,130	15,800	98	C	3	BLUEFIELD-BECKLEY-OAK HILL
MERCER	27,730	27,400	99	C	3	BLUEFIELD-BECKLEY-OAK HILL
MINERAL	10,030	9,800	98	D	3	WASHINGTON, DC
MINGO	12,600	12,400	98	C	3	CHARLESTON-HUNTINGTON
MONONGALIA	28,730	28,300	99	C	3	PITTSBURGH
MONROE	4,630	4,400	95	D	3	BLUEFIELD-BECKLEY-OAK HILL
MORGAN	4,230	4,100	99	D	3	WASHINGTON, DC
NICHOLAS	10,100	10,000	99	D	3	CHARLESTON-HUNTINGTON
OHIO	23,030	22,900	99	B	3	WHEELING-STEUBENVILLE
PENDELTON	3,033	2,900	97	D	3	HARRISONBURG
PLEASANTS	3,033	3,000	99	D	3	PARKERSBURG
POCAHONTAS	3,530	3,300	95	D	3	ROANOKE-LYNCHBURG
PRESTON	11,033	10,800	98	D	3	PITTSBURGH
PUTNAM	14,630	14,500	99	B	3	CHARLESTON-HUNTINGTON
RALEIGH	32,500	32,000	99	C	3	BLUEFIELD-BECKLEY-OAK HILL
RANDOLPH	10,400	10,200	98	D	3	CLARKSBURG-WESTON
RITCHIE	4,330	4,200	98	D	3	CLARKSBURG-WESTON
ROANE	5,630	5,500	98	D	3	CHARLESTON-HUNTINGTON
SUMMERS	5,530	5,300	97	D	3	BLUEFIELD-BECKLEY-OAK HILL
TAYLOR	6,033	5,900	98	D	3	CLARKSBURG-WESTON
TUCKER	3,430	3,300	98	D	3	CLARKSBURG-WESTON
TYLER	4,130	4,000	98	D	3	WHEELING-STEUBENVILLE
UPSHUR	8,730	8,600	99	D	3	CLARKSBURG-WESTON
WAYNE	16,730	16,500	99	B	3	CHARLESTON-HUNTINGTON
WEBSTER	4,430	4,300	98	D	3	CLARKSBURG-WESTON
WETZEL	7,800	7,700	99	D	3	WHEELING-STEUBENVILLE
WIRT	1,700	1,700	98	D	3	CHARLESTON-HUNTINGTON
WOOD	34,800	34,400	99	C	3	PARKERSBURG
WYOMING	12,130	11,900	98	C	3	CHARLESTON-HUNTINGTON
STATE TOTAL	717,330	708,200	99			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

WISCONSIN

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	5,600	5,400	97	D	4	WAUSAU-RHINELANDER
ASHLAND	6,400	6,300	98	D	4	DULUTH-SUPERIOR
BARRON	15,200	14,800	97	C	4	MINNEAPOLIS-ST. PAUL
BAYFIELD	5,500	5,400	98	D	4	DULUTH-SUPERIOR
BROWN	65,100	64,600	99	B	4	GREEN BAY
BUFFALO	5,400	5,300	98	D	4	LA CROSSE-EAU CLAIRE
BURNETT	5,100	4,900	97	D	4	MINNEAPOLIS-ST. PAUL
CALUMET	10,400	10,200	99	D	4	GREEN BAY
CHIPPEWA	18,200	17,900	98	C	4	LA CROSSE-EAU CLAIRE
CLARK	11,700	11,300	97	D	4	WAUSAU-RHINELANDER
COLUMBIA	16,300	16,200	98	C	4	MADISON
CRAWFORD	6,100	6,000	98	D	4	CEDAR RAPIDS-WATERLOO-DUBUQUE
DANE	130,200	127,400	98	B	4	MADISON
DODGE	26,200	25,700	98	C	4	MILWAUKEE
DOOR	10,300	10,200	99	D	4	GREEN BAY
DOUGLAS	16,800	16,600	99	B	4	DULUTH-SUPERIOR
DUNN	12,200	11,900	98	C	4	MINNEAPOLIS-ST. PAUL
EAU CLAIRE	29,500	29,000	98	C	4	LA CROSSE-EAU CLAIRE
FLORENCE	1,500	1,500	98	D	4	MARQUETTE
FOND DU LAC	31,200	30,700	98	C	4	GREEN BAY
FOREST	3,400	3,300	96	D	4	WAUSAU-RHINELANDER
GRANT	17,600	17,100	97	C	4	CEDAR RAPIDS-WATERLOO-DUBUQUE
GREEN	11,600	11,400	98	D	4	MADISON
GREEN LAKE	7,000	6,800	98	D	4	GREEN BAY
IOWA	7,100	6,900	98	D	4	MADISON
IRON	2,700	2,700	98	D	4	DULUTH-SUPERIOR
JACKSON	6,400	6,200	97	D	4	LA CROSSE-EAU CLAIRE
JEFFERSON	23,900	23,500	99	C	4	MILWAUKEE
JUNEAU	8,400	8,100	96	D	4	LA CROSSE-EAU CLAIRE
KENOSHA	45,000	44,500	99	C	4	CHICAGO
KEWAUNEE	6,800	6,700	99	D	4	GREEN BAY
LA CROSSE	34,100	33,900	99	C	4	LA CROSSE-EAU CLAIRE
LAFAYETTE	6,100	6,000	98	D	4	MADISON
LANGLADE	7,200	7,100	98	D	4	WAUSAU-RHINELANDER
LINCOLN	9,900	9,800	99	B	4	WAUSAU-RHINELANDER
MANITOWOC	29,900	29,600	99	C	4	GREEN BAY
MARATHON	41,200	40,700	99	B	4	WAUSAU-RHINELANDER
MARINETTE	15,300	15,100	99	C	4	GREEN BAY
MARQUETTE	5,000	4,800	97	D	4	MADISON
MENOMINEE	800	800	94	D	4	GREEN BAY
MILWAUKEE	368,100	363,500	99	B	4	MILWAUKEE
MONROE	12,600	12,300	98	C	4	LA CROSSE-EAU CLAIRE
OCONTO	10,900	10,600	98	D	4	GREEN BAY
ONEIDA	12,900	12,600	97	B	4	WAUSAU-RHINELANDER
OUTAGAMIE	46,400	46,100	99	B	4	GREEN BAY
OZAUKEE	23,900	23,600	99	B	4	MILWAUKEE
PEPIN	2,700	2,600	97	D	4	MINNEAPOLIS-ST. PAUL
PIERCE	10,700	10,500	98	D	4	MINNEAPOLIS-ST. PAUL
POLK	12,600	12,400	99	D	4	MINNEAPOLIS-ST. PAUL
PORTAGE	20,000	19,700	98	C	4	WAUSAU-RHINELANDER
PRICE	6,100	5,900	96	D	4	WAUSAU-RHINELANDER
RACINE	62,000	61,500	99	B	4	MILWAUKEE
RICHLAND	6,600	6,400	97	D	4	MADISON
ROCK	51,500	50,900	99	C	4	ROCKFORD
RUSK	5,800	5,600	97	D	4	LA CROSSE-EAU CLAIRE
SAUK	17,000	16,600	97	C	4	MADISON
SAWYER	5,000	4,800	96	D	4	DULUTH-SUPERIOR
SHAWANO	13,400	13,200	99	C	4	GREEN BAY
SHEBOYGAN	36,500	36,100	99	C	4	MILWAUKEE
ST CROIX	15,500	15,300	99	A	4	MINNEAPOLIS-ST. PAUL
TAYLOR	6,500	6,300	97	D	4	WAUSAU-RHINELANDER
TREMPEALEAU	9,500	9,300	97	D	4	LA CROSSE-EAU CLAIRE
VERNON	9,600	9,400	97	D	4	LA CROSSE-EAU CLAIRE
VILAS	7,200	7,000	97	D	4	WAUSAU-RHINELANDER
WALWORTH	27,100	26,700	98	C	4	MILWAUKEE
WASHBURN	5,400	5,300	98	D	4	DULUTH-SUPERIOR
WASHINGTON	29,900	29,600	99	B	4	MILWAUKEE
WAUKESHA	98,200	97,200	99	B	4	MILWAUKEE
WAUPACA	16,100	15,900	99	C	4	GREEN BAY
WAUSHARA	7,600	7,400	98	D	4	GREEN BAY
WINNEBAGO	49,500	49,000	99	C	4	GREEN BAY
WOOD	27,200	26,800	99	C	4	WAUSAU-RHINELANDER
STATE TOTAL	1,752,600	1,726,400	99			

TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

WYOMING

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ALBANY	11,300	10,800	95	D	8	DENVER
BIG HORN	4,400	4,200	96	D	8	BILLINGS-HARDIN
CAMPBELL	10,100	9,600	95	D	8	RAPID CITY
CARBON	8,600	8,200	95	D	8	DENVER
CONVERSE	6,000	5,800	96	D	8	CASPER-RIVERTON
CROOK	2,000	1,900	94	D	8	RAPID CITY
FREMONT	14,500	14,100	97	C	8	CASPER-RIVERTON
GOSHEN	4,600	4,500	97	D	8	CHEYENNE
HOT SPRINGS	2,300	2,200	95	D	8	CASPER-RIVERTON
JOHNSON	2,600	2,500	95	D	8	CASPER-RIVERTON
LARAMIE	27,700	27,200	98	C	8	CHEYENNE
LINCOLN	4,700	4,500	95	D	8	IDAHO FALLS-POCATELLO
NATRONA	30,400	29,700	98	C	8	CASPER-RIVERTON
NIOBRARA	1,200	1,200	96	D	8	DENVER
PARK	8,700	8,300	96	D	8	SALT LAKE CITY
PLATTE	5,700	5,400	95	D	8	DENVER
SHERIDAN	10,600	10,100	95	D	8	RAPID CITY
SUBLETTE	1,700	1,600	95	D	8	SALT LAKE CITY
SWEETWATER	17,900	17,200	96	C	8	SALT LAKE CITY
TETON	4,700	4,500	96	D	8	IDAHO FALLS-POCATELLO
UINTA	5,700	5,500	96	D	8	SALT LAKE CITY
WASHAKIE	3,600	3,500	97	D	8	CASPER-RIVERTON
WESTON	2,900	2,700	95	D	8	RAPID CITY
STATE TOTAL	191,800	185,200	97			
TOTAL U.S.	85,433,200	83,971,800	98			

TOTAL AND TV HOUSEHOLDS BY CENSUS REGION AND STATE

CENSUS REGION	STATE	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %
1. NEW ENGLAND	CONNECTICUT	1,148,800	1,130,500	98
	MAINE	420,000	411,600	98
	MASSACHUSETTS	2,109,000	2,077,500	99
	NEW HAMPSHIRE	357,700	350,900	98
	RHODE ISLAND	351,900	347,500	99
	VERMONT	190,600	186,300	98
	***** REGION TOTAL *****	4,578,000	4,504,300	98
2. MIDDLE ATLANTIC	NEW JERSEY	2,649,000	2,618,900	99
	NEW YORK	6,484,500	6,361,500	98
	PENNSYLVANIA	4,338,200	4,261,500	98
	***** REGION TOTAL *****	13,471,700	13,241,900	98
3. SOUTH ATLANTIC	DELAWARE	217,500	216,100	99
	DISTRICT OF COLUMBIA	245,900	243,100	99
	FLORIDA	4,279,800	4,231,300	99
	GEORGIA	2,031,800	2,005,900	99
	MARYLAND	1,536,900	1,527,800	99
	NORTH CAROLINA	2,214,700	2,185,700	99
	SOUTH CAROLINA	1,117,300	1,100,400	98
	VIRGINIA	2,000,600	1,978,100	99
	WEST VIRGINIA	717,300	708,200	99
	***** REGION TOTAL *****	14,361,800	14,196,600	99
4. EAST NORTH CENTRAL	ILLINOIS	4,150,900	4,082,400	98
	INDIANA	1,998,500	1,963,800	98
	MICHIGAN	3,291,400	3,248,500	99
	OHIO	3,958,200	3,904,500	99
	WISCONSIN	1,732,600	1,726,400	99
	***** REGION TOTAL *****	15,151,600	14,925,600	99
5. EAST SOUTH CENTRAL	ALABAMA	1,423,600	1,409,200	99
	KENTUCKY	1,333,500	1,321,100	99
	MISSISSIPPI	874,100	860,600	98
	TENNESSEE	1,738,400	1,722,400	99
	***** REGION TOTAL *****	5,373,600	5,313,300	99
6. WEST NORTH CENTRAL	IOWA	1,089,200	1,076,800	99
	KANSAS	922,500	910,700	99
	MINNESOTA	1,542,200	1,522,500	99
	MISSOURI	1,865,200	1,836,700	98
	NEBRASKA	600,400	593,800	99
	NORTH DAKOTA	245,600	242,700	99
	SOUTH DAKOTA	256,500	253,100	99
	***** REGION TOTAL *****	6,521,600	6,436,300	99
7. WEST SOUTH CENTRAL	ARKANSAS	860,600	844,500	98
	LOUISIANA	1,542,100	1,521,300	99
	OKLAHOMA	1,225,600	1,211,800	99
	TEXAS	5,600,400	5,532,900	99
	***** REGION TOTAL *****	9,228,700	9,110,500	99
8. MOUNTAIN	ARIZONA	1,117,500	1,086,500	97
	COLORADO	1,202,500	1,178,100	98
	IDAHO	354,800	346,900	98
	MONTANA	306,200	296,100	97
	NEVADA	363,600	354,700	98
	NEW MEXICO	502,500	486,600	97
	UTAH	504,700	495,500	98
	WYOMING	191,800	185,200	97
	***** REGION TOTAL *****	4,543,600	4,429,600	97
9. PACIFIC	CALIFORNIA	9,450,200	9,162,600	97
	OREGON	1,066,900	1,022,500	96
	WASHINGTON	1,685,600	1,628,600	97
	***** REGION TOTAL *****	12,202,600	11,813,700	97
UNITED STATES	TOTAL	85,433,200	83,971,800	98

NOTATIONS

COUNTY COVERAGE

WE COVER WHAT YOU COVER... COUNTY-BY-COUNTY

Do you know where your market and station stand in the midst of the new electronic media explosion? Arbitron Ratings 1983 County Coverage has the answers.

Which counties is your market likely to gain or lose? How are cable programming services, affiliation changes and new broadcast stations impacting your audience delivery? How is your news performing in each county?

County Coverage is the foundation of Arbitron's yearly ADI update, providing total identification of household viewing, county-by-county. You won't find a more comprehensive study on county viewing habits, anywhere.

Get the facts you need most. Highlight your geographic strongpoints and match your station's strengths to client trading areas. Call your Arbitron representative today and sell, program and promote more effectively tomorrow.

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TARGET/AID SEPARATES THE MEN FROM THE BOYS

Even the men 18-24 from the boys 18-24. Not to mention the boys from the girls, the old money from the new money, the Mercedes set from the tractor set from the Mercedes *and* tractor set... In fact, TARGET/AID helps to define audiences to a degree never possible before.

TARGET/AID® uses ClusterPlus,™ a powerful marketing segmentation tool developed by Donnelley Marketing Information Services and Simmons Market Research Bureau, to profile a market or an audience by lifestyle characteristics. That gives you a big advantage over just age and sex demographics, because lifestyles are much better indicators of the products and services consumers are likely to buy.

TARGET/AID can bring a whole new perspective to broadcast advertising. Now you can determine more than just the specific demographics of a broadcast audience; you can see what kind of *consumers* those numbers represent.

TARGET/AID lets you sharpen and refine your sales and marketing approach. You can differentiate stations, programming and formats from others with seemingly identical audience ratings. Even markets with similar rankings can be totally different when you examine the lifestyles of their populations. TARGET/AID is the tool that allows you to pinpoint those audience differences and use them to your advantage.

That means a better selling approach for stations and better buying strategies for advertisers.

So whether your audience drives a tractor, or a Mercedes or both, TARGET/AID can help you identify your targets and deliver them more efficiently. Because TARGET/AID defines audiences like never before.

TARGET/AID–The Ratings and Lifestyle Connection.

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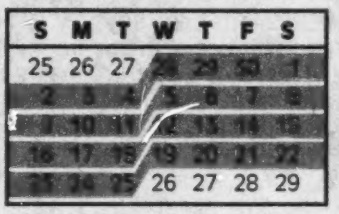
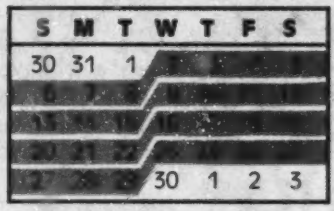
TELEVISION SURVEY DATES 1983-1984

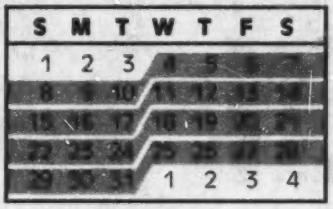
OCTOBER SURVEY
Sept. 28-Oct. 25, 1983 *(33 Mkts.)*



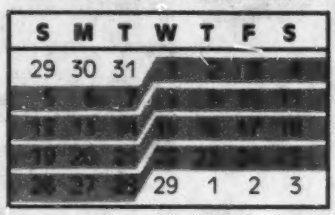
NOVEMBER SURVEY
Nov. 2-Nov. 29, 1983 *(209 Mkts.)*



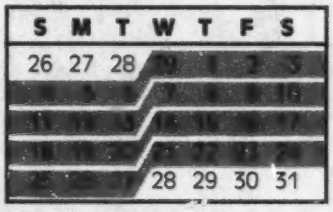
JANUARY SURVEY
Jan. 4-Jan 31, 1984 *(22 Mkts.)*



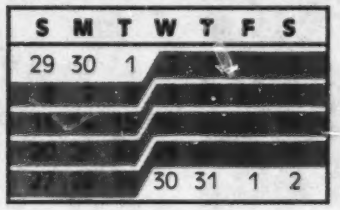
FEBRUARY SURVEY
Feb. 1-Feb. 28, 1984 *(209 Mkts.)*



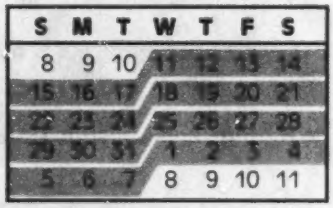
MARCH SURVEY
Feb. 29-Mar. 27, 1984 *(5 Mkts.)*



MAY SURVEY
May 2-May 29, 1984 *(209 Mkts.)*



JULY SURVEY
Jul. 11-Aug. 7, 1984 *(209 Mkts.)*



ARBITRON TELEVISION OFFICES

CHICAGO
180 Tribune Tower / 60611

Broadcaster Service:
Jim Mocarski (312) 454-3428
Carol Madill (312) 454-3431
Douglas Marks (312) 454-3427
Warren Taylor (312) 454-3429

Advertiser / Agency Service:
Mary Beckman (312) 454-3421
Cynthia Evans (312) 454-8498
Mike Schneider (312) 454-3420
Barbara Czachorski (312) 454-3422

ATLANTA
300 Embassy Row / 30328

Broadcaster Service:
Richard Harper (404) 399-2119
Kit Smith (404) 399-2125
Olivia Vacalis (404) 399-2127

Advertiser / Agency Service:
Robert Bourquard (404) 399-2117

LOS ANGELES
5670 Wilshire Boulevard, Suite 2560 / 90036

Broadcaster Service: (213) 937-6420
Bill Shafer, Jon Currie

Advertiser / Agency Service: (213) 937-6420
Randy Briggs, Jan West

NEW YORK
1350 Avenue of the Americas / 10019

Broadcaster Service:
Kathy Baske (212) 887-1365
Millie Carrasquillo (212) 887-1392
Kim Constantine (212) 887-1430
Susan Howard (212) 887-1376
Marjorie Johnson (212) 887-1402
Lynn Kilgore (212) 887-1378
Ruth Lee (212) 887-1384

Advertiser / Agency Service:
Dinah Saylors (212) 887-1432
Susanne Barrett (212) 887-1496
Bob Decker (212) 887-1336
Meredith Manni (212) 887-1372
Howard Rosenblum (212) 887-1386
Pat White (212) 887-1431

DALLAS
14801 Quorum Drive, Suite 506 / 75240

Broadcaster Service:
Jon Nottingham (214) 385-5789
Mark Stephan (214) 385-5791

Advertiser / Agency Service:
Sharon Rickel (214) 385-5794

SAN FRANCISCO
417 Montgomery Street, Suite 444 / 94104

Broadcaster Service: (415) 393-6925
Dennis Spragg, Virginia Tierney

Advertiser / Agency Service: (415) 393-6925
Howard Fischground

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And that's a whole lot more than just another set of numbers

Or call any of the numbers listed below. Any one of them puts you in touch with Arbitron Ratings, and that can help you get the most marketing mileage out of all the other numbers we give you. Our account executives and client service representatives are trained to respond to your needs, to suggest solutions and alternatives, to really *listen* to your problems. Because at Arbitron, we know that just leaving you with the ratings book isn't enough.

We know our clients require the best in the application of radio and TV ratings. So we've trained our staff to serve as broadcast consultants. When you work with one of our account executives, we believe you're working with the most knowledgeable in the business. Arbitron's account executives are recruited from the specific field in which they work. That means they know your side of the business, and it means they understand your point of view. Plus, Arbitron's account executives *and* client service representatives are an unbeatable combination. Together, they give you the marketing support that can help you look better and attract more business.

Remember, when you need to make the most out of the broadcast ratings, Arbitron is never more than a phone call away. So if you've got a problem, an idea, or question, we'd like to hear it. Call us at any of our numbers. They're the most valuable numbers in the book.

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Dallas (214) 385-5788
Los Angeles (213) 937-6420
San Francisco (415) 393-6925

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New York, New York 10019
(212) 887-1300

Chicago
1807 Tribune Tower
Chicago, Illinois 60611
(312) 454-3444

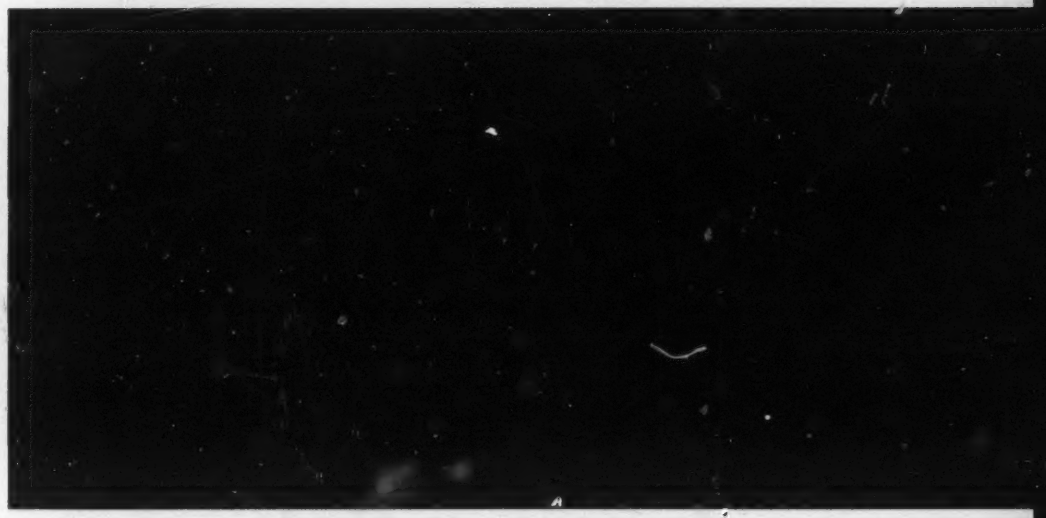
Atlanta
300 Embassy Row
Atlanta, Georgia 30328
(404) 399-2115

Los Angeles
5670 Wilshire Boulevard
Suite 2560
Los Angeles, California 90036
(213) 937-6420

San Francisco
417 Montgomery Street
Suite 444
San Francisco, California 94104
(415) 393-6925

Dallas
14801 Quorum Drive
Suite 506
Dallas, Texas 75240
(214) 385-5788

Washington
The Arbitron Building
Laurel, Maryland 20707
(301) 982-4742



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